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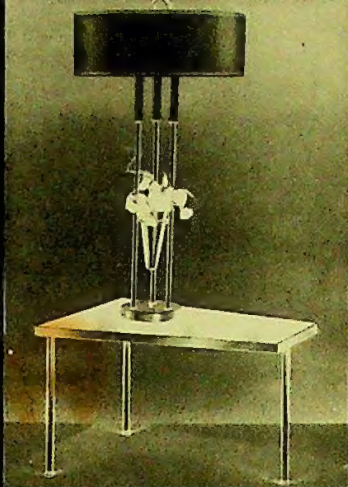


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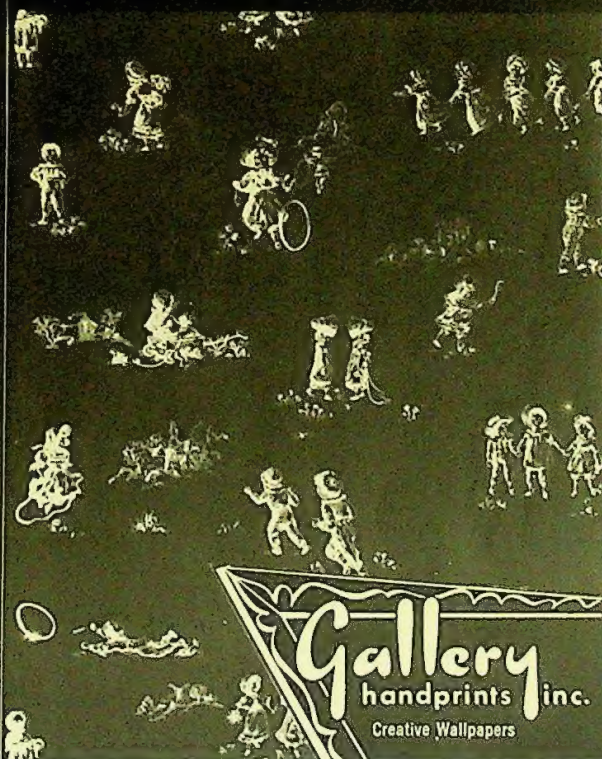
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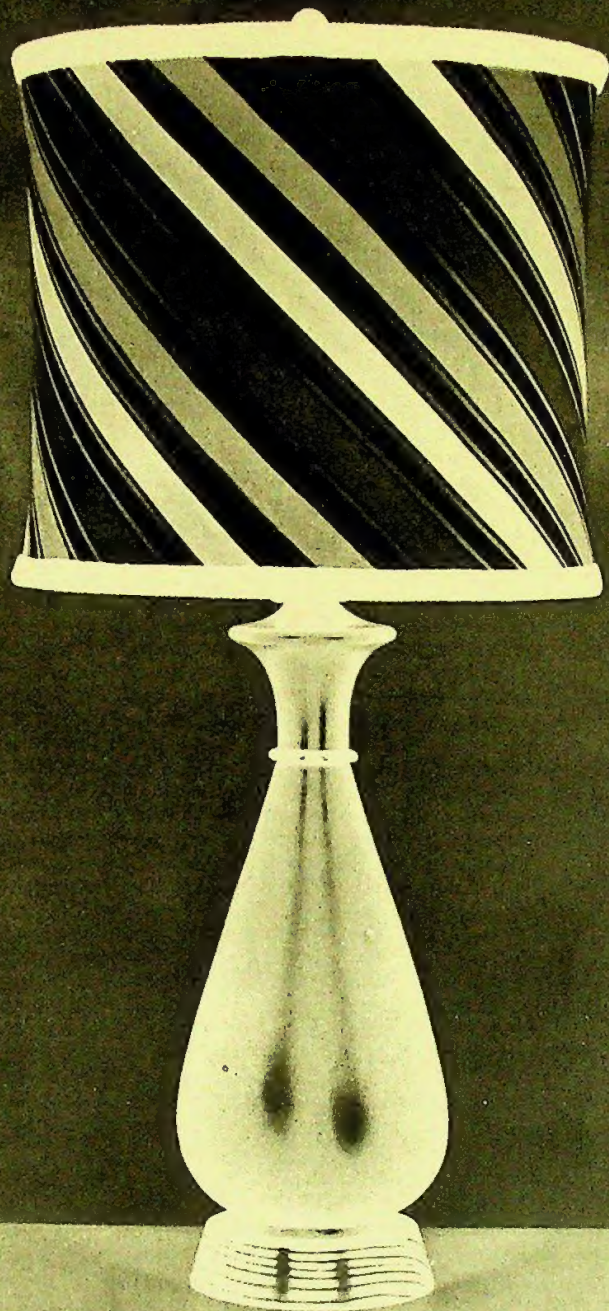
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A-2





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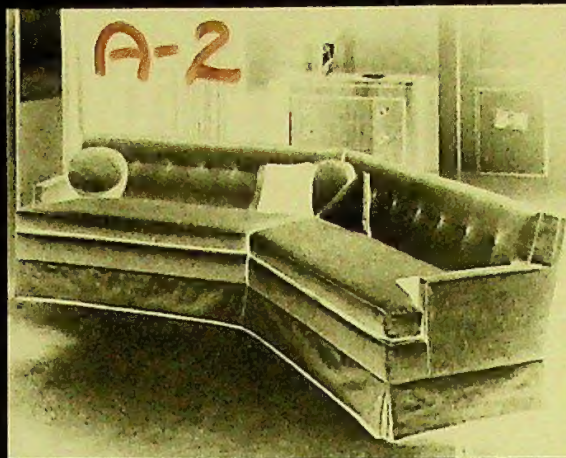
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Design Division

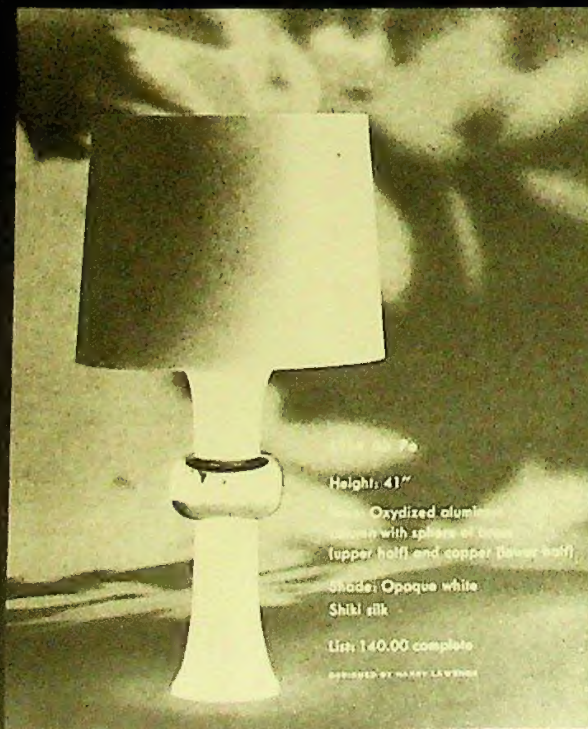


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Height: 41"

Oxidized aluminum  
base with spheres of brass  
(upper half and copper (lower half))

Shades: Opaque white  
Shiki silk

List: 140.00 complete

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**BUTTERFLIES** are depicted in this animated lamp of Kodapak plastic, said to be non-inflammable and static-free. Measuring 13 x 6 inches in diameter, it stands on wrought iron legs. Retailing at \$7.95, it is offered by Econolite Corp., 3517 W. Washington Blvd., Los Angeles.



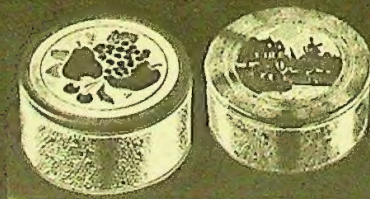
**PROVINCIAL** lamp, 15 inches high, is made of brass, and rests on a hobnail saucer and foot. Has 15 inch skirt shade—removable and washable—with lace petticoat and white eyelet pique skirt plus red satin bow. Approximate retail price, \$9. Kayess Lamp Co., 2417 Pitkin Ave., Brooklyn, N. Y.



**EIGHT-day** Junghans sunburst clock of hand-polished and hammered brass. Measuring 18 inches in diameter, it retails for \$39.95 from The Henry Coehler Co., 101 Fifth Ave., New York.



**FOR MILADY'S** evening are these petit-point bags in three styles of black rayon with multi-colored inserts, and zippers. Retailing at \$6.95 each, they are offered by Unimart, 108 E. 16th St., New York.

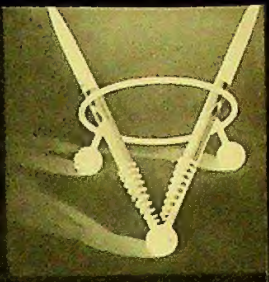


**HAMMERED** aluminum decorative gift tins made by Weinman Bros., 3260 W. Grand Ave., Chicago. Silvery aluminum color with designs in copper finish. Motifs tooled in deep relief and hand antiqued. Comes in various sizes and may be used for many different items.

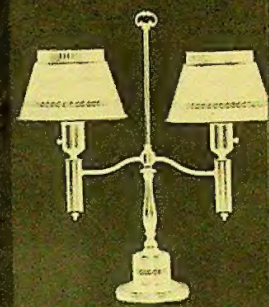


**GENUINE** golf ball bottle opener is being offered by Perry Blackburne Associates Inc., 37 W. 26th St., New York. Gift packaged, it retails for \$1.

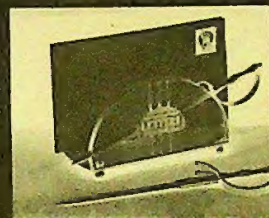
**TWIN** ball point pen desk set comes in pink and black, red and black, white and black, turquoise and black with gold-black matte finish stand. Retailing at \$3.95 from Jack Martin, Brack Shops, Los Angeles.



**STUDENT** table lamp, 22 x 24 1/4 inches high, is made of solid brass or hand decorated tole in red, green, ivory, yellow, and empire black with striped bands and motif in gold. J. & H. Alexander, 225 Fifth Ave., New York. Metal shades measure 9 inches in diameter; glass reflectors, 6 inches in diameter. Also available in combination of tole and brass.



**BRASS** letter holder and opener, 3 1/4 x 6 1/4 inches, are imported from England. Priced to retail at \$3.95 from Metalcraft Industries, 5 University Pl., New York.

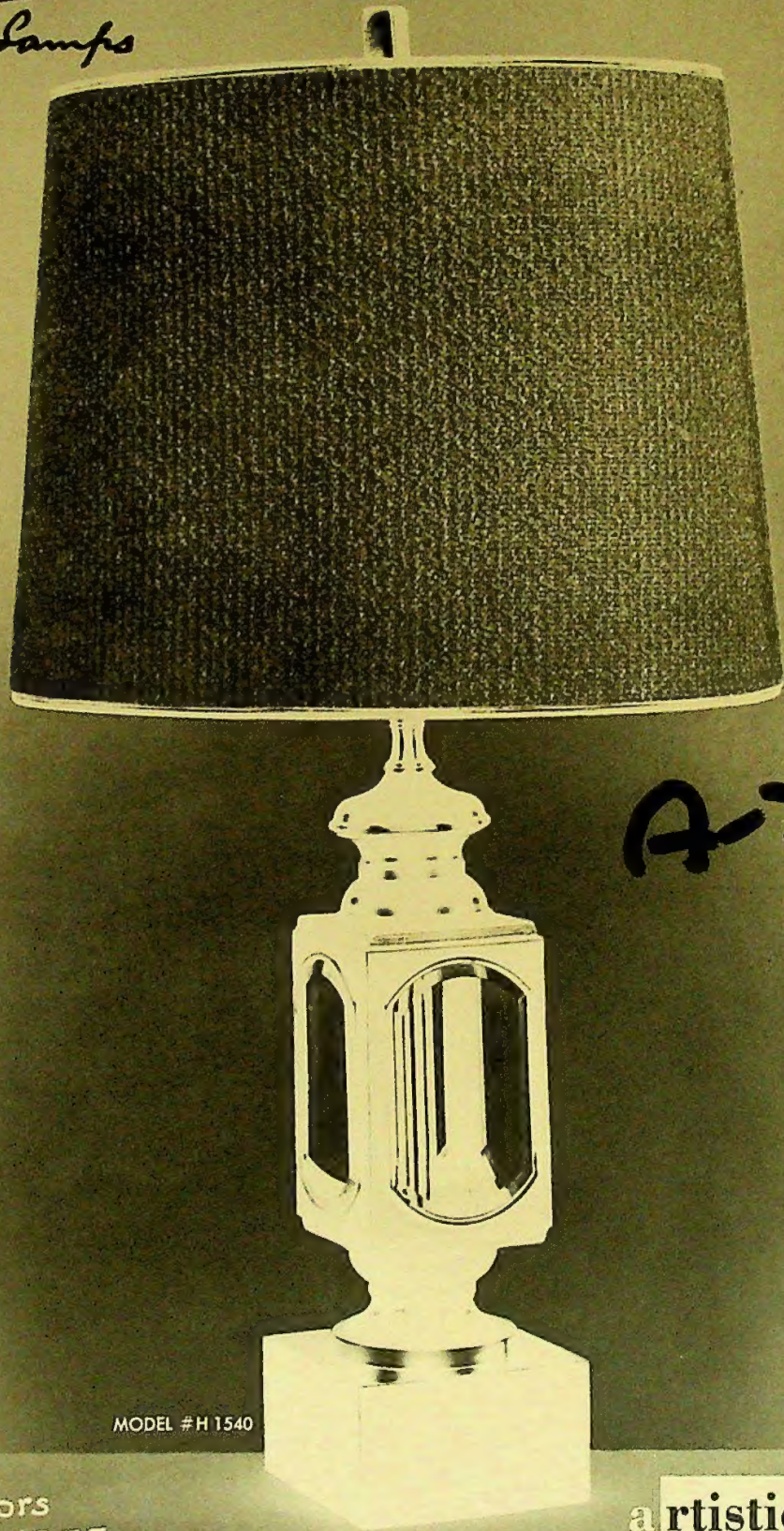






THE ORIGINATOR OF 3-WAY LIGHTING

## Table Lamps



A2

MODEL # H 1540

Interiors  
June 1955  
Page 28

artistic  
lamp mfg. co., inc.

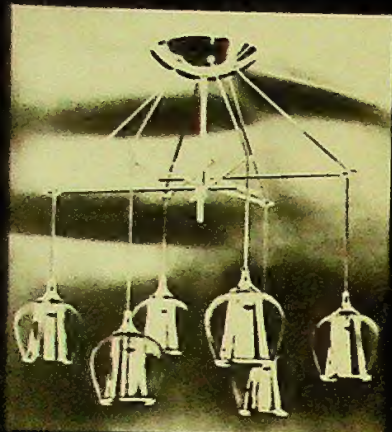
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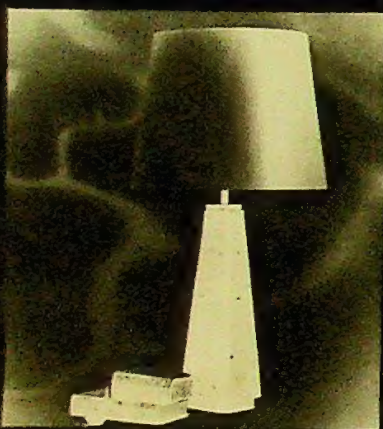


## Light shed with an elegant eclecticism

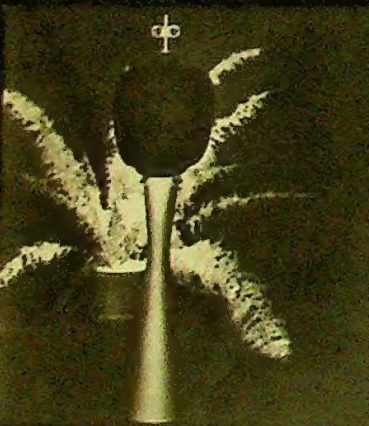
Carl Moser for  
Lightolier, 11  
East 36th Street, N. Y.



1



2



3

LIGHTOLIER's Jubilee group, from which we show version (1), permits dimensional adjustment via white cords which slip through notched ends of brass struts. Light fixtures are gold-flecked glass.

KNEEDLER-FAUCHERE's newest include black marble obelisk (2) and Scandia (3) with bleached birch base, milkglass shade, brass finial.

BRACH-ALLEN's varied assortment includes black wire obelisk on gold-leaf base (4) and column design (6) formed of colorful glazed and unglazed tiles, topped with mat black parchment shade.

REMBRANDT's Twin Bullet (5) sets perforated brass reflectors on white enameled arms. In New York at WESTCORT, 4 East 52nd Street.

Harry Lawenda for Kneedler-Fauchère, 451 Jackson Square, San Francisco.

George Wright for Kneedler-Fauchère.

Black wire by Brach-Allen, 1323 South Michigan, Chicago.

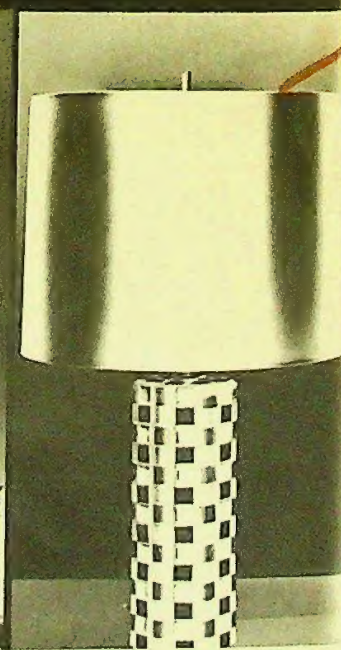
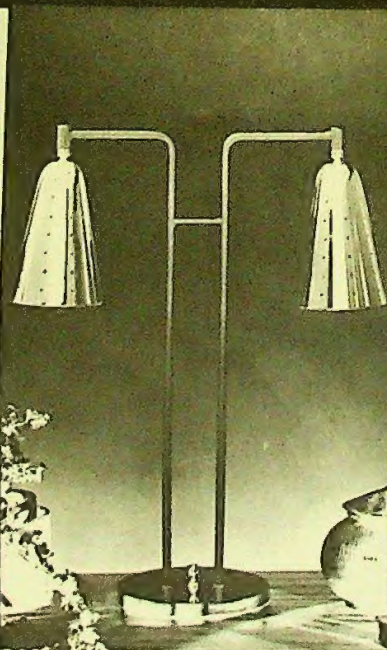
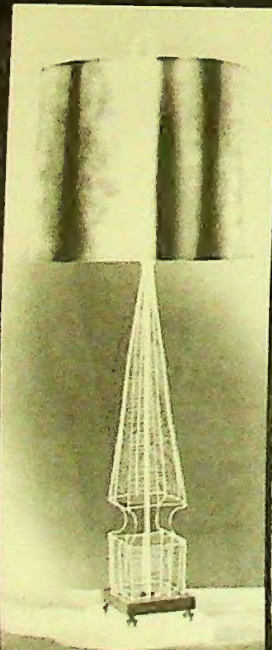
William Hinn for Rembrandt, 259 South Erie, Chicago.

Checkered-effect tiles for Brach-Allen Studio.

4

5

6



Interiors  
June 1955



A-2

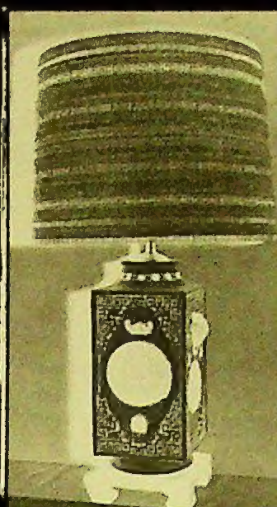
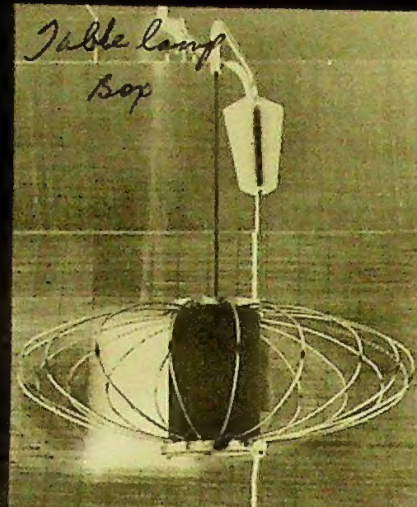


from the Bethwood Collection —



Interiors  
June 1955  
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WALL LAMP, left, is 19" in diameter. Features brass finish wires and white milk glass center cylinder. Retail, \$25. Lightcraft of California, Los Angeles. Table-floor lamp, right, is 60" high, has three-way lighting. Table, with white Nevamar plastic top is 16" in diameter. Retail, \$59. Modeline Co., Los Angeles.

CERAMIC copy of Chinese temple jar, left, is white with brown accents. Shade of brown matchsticks with white chenille and gold Lurex. \$85. Wilshire House, Beverly Hills, Calif. Cork Lamp, right, in brown, white or charcoal, has brass band and ball trim. Shade is textured white cotton. \$63. Charles Co., Los Angeles.

### New lamps from California

• ORIGINALITY, in material and design, is the key to the latest California lamps. Included in the new versions, which exploit unusual ideas, is a classic Chinese temple

jar base using modern decorator colorings; molded cork, shaped into a traditional elongated base, and ornamented with gleaming brass; a caged milk glass cylinder wall lamp; and a double unit floor lamp with plastic table top and polyplastic shades.

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set new sales records in furniture, home furnishings, appliance and other home goods.

Get set to cash in on the business to be generated by the 1955 Festival. There's nothing like it in the industry! Get in touch with a Tribune representative. Let him show you how to tie into this proved sales producer. Write, wire or phone now while the subject is fresh in your mind.

## Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER



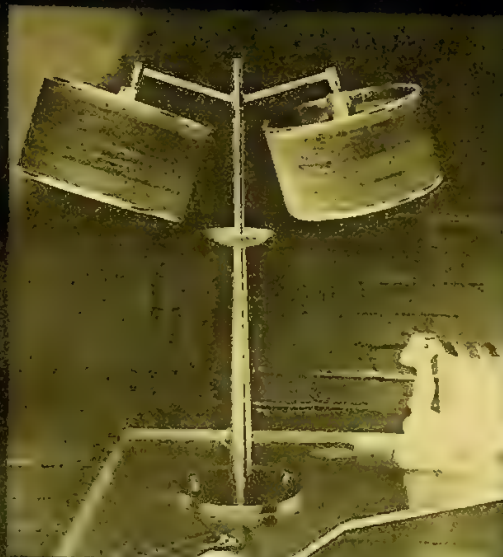
Table Lamps



Good tradition. Base copied from English antique. Green-on-black shade. Brach-Alten.



Frederick Cooper lamp in Empire style. Fruitwood base. Gold leaf toping. Shade beige and brown. Marchand.



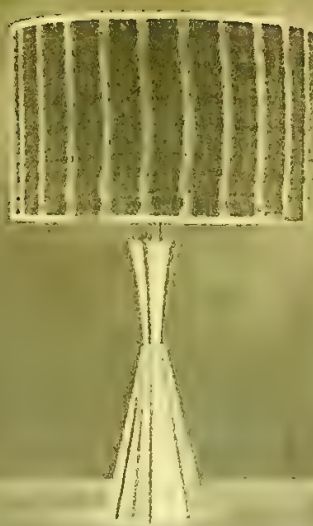
"Bobèche" a smart double lamp by Rembrandt, is of highly polished brass with laminated fibreglass shades. 26 in.



Venetian cherub copied from old wood carving. Gold leaf shade. Cooper.



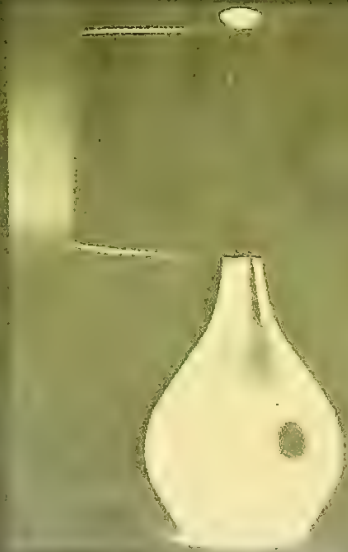
General gold and white metal. Solid brass stem. Fulle shade. Eberkötter.



Brass and ceramic base, laminated shade, in a 3-way lighting model in Aladdin's new "Economy" line.



Tall (44 in.) model for use on low table. Brass and leather crash on fibreglass shade. Rembrandt.



Chosen for Good Design exhibition. Stoneware lamp by Marshall Seaton. Hemp fiber shade. 28 in.



RETURN TO  
DESIGN DIV.

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## Table lamps in assorted media

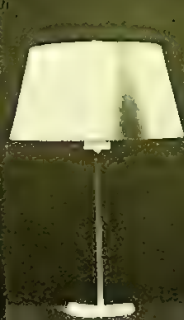
*Interiors Oct. 1954*



- 1 Abels-Wasservberg's elegant-lined Orléans is delicately checked in gold, topped with gold-lined parchment shade.
- 2 From the Crest Company's Studio group, freestanding urn lamp model is highlighted with metal trim.
- 3 Indian bronze with metal-finish terra cotta, mounted on a hand-carved, shaded in hand-painted plaster by Paul H. Brown.
- 4 Tall, elegant offering, from an extensive new line of Wei-sian, sets brass fleur-de-lis-trimmed shade on candlestick base. Mounted on hand-churned base.

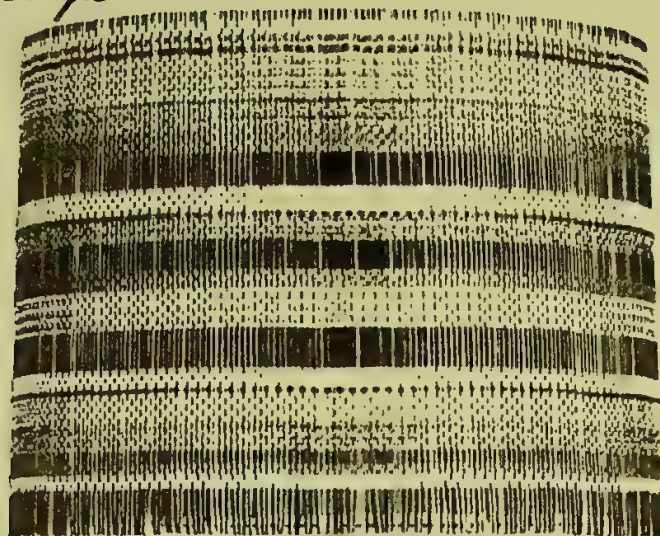


- 5 French Provincial lamp with hand-carved, fruitwood base and gold leaf trim was inspired by an old French country mode; shade is handmade. From Frederick Cooper Studios.
- 6 Foretrends offers a metal-base group in a marvelous range of colors. Retail price on this model is \$10.50.
- 7 Tower Craftsmen, Inc. adapted the Dwight from an old Chinese candlestick. Brass column is foiled by fabric-backed parchment shade with metallic brand trim.
- 8 From a group of colored or clear Murano glass lamps and accessories imported from Italy by Camo-Gia, Inc.





# Table Lamps



A-2



Patent Off  
MAY 25 1954

write for  
catalog

Interiors May 1954 Page 65

No. 9397

Your most  
valuable source for  
new lamp designs  
of enduring beauty  
that blend  
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CHICAGO • 1551 MERCHANDISE MART  
GRAND RAPIDS • EXHIBITORS BUILDING  
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Table Lamps

A-2

# Announce

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*of Lee Bernay Assoc*

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- exciting new creations of Lamp-Craft Studios
- drama in cabinetry and wall designs
- and "irredescia" (surely the most unusual)

## LEE BERNAY ASSOCIATES

LAMP-CRAFT STUDIOS • CAL-MODE FURNITURE

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Interiors - March 1954 - Page 52



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YOU CAN BE SURE WITH

*Lady Hamilton*

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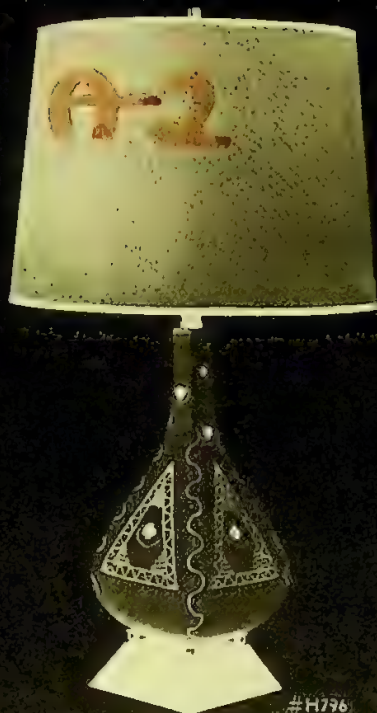
GRAND RAPIDS, MICH.

"THE FURNITURE MERCHANTS' MAGAZINE"

*Home Furnishings*  
*Jan. 1954*

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INCORPORATED

THE ORIGINATOR OF 3-WAY LIGHTING



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1264-1265 Merchandise Mart, Chicago, Ill.

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395-401 Fourth Ave., New York 16, N. Y.  
"Lamp Craftsmen Since 1922"



# A-2



## New light fittings

Shown here are examples from the new range of light fittings designed by Beverley Pick Associates and sold by the General Electric Co Ltd. The two pendants, above, make original contributions to the earlier range of CHRYSLINE fittings, in which the delight in using an untried material appeared to dominate the designs. In the new designs the double curvature, made possible by the shrinkage of the plastic after it has been sprayed onto the wire frame, is used with more discrimination. The translucent plastic is of light weight and can be washed clean when necessary.

The table models, below, and the pendant fitting, below right, are more orthodox, and yet equally creative within narrower limits. The shades are of thin card with silk screen decoration in strong colours. The stands, of bent wire, stove enamelled, have their own decorative qualities which might be enhanced if more subtle shapes were used. The pendant fitting of thin card with metal stars attached to a wire grille could hardly be improved.

Beverley Pick Associates have now been appointed by the GEC as consultants to the company's lighting division. They are to produce a new range of contemporary light fittings and advise on matters concerning design and development.



The Society of Industrial Artists is planning to form a new group to be called the 'Product Design (Light Engineering) Group'. This, it is hoped, will satisfy the long-felt need for better representation of product designers in the SIA and at the same time attract a number of designers into the Society who are not yet members.

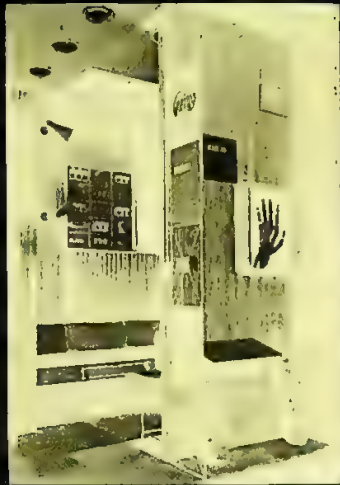
## Exchanging ideas

Speaking at the recent annual prize-giving to students of the Hammersmith School of Building and Arts and Crafts, Gordon Russell, director of the CoID, emphasised the importance of exchanging ideas between different departments in the school. He went on to say that in this age of specialists there is much to be said for learning about things outside one's own job. Good design never comes to fruition without collaboration in many different spheres. Learning to use the tools of one's trade is equally important. Inspiration and intuition are not enough.

## Cotton board exhibition

The third exhibition of fabric samples from France and the USA is on show at the Cotton Board Colour, Design and Style Centre until January 9.

## Medical exhibition stand



Guarea and birch hardwood slats in different widths are used extensively on this stand for the Pharmaceutical Laboratories Geigy Ltd at the recent London Medical Exhibition, New Horticultural Hall. The exhibits were displayed on small, brightly coloured, type-set panels. The designer, Ian Bradbury, has succeeded in incorporating the distorted lettering of the firm's trademark without spoiling the general effect. The contractor was G. & W. Waller Ltd.

## Centre closed

The HOUSE & GARDEN Decoration Centre at Grafton Street has now been closed.

## RCA looks ahead

'The Royal College of Art: Looking Ahead' is the title of a lecture to be given by Robin Darwin, Principal of the Royal College of Art, to the Royal Society of Arts on January 20. Non-members wishing to attend should



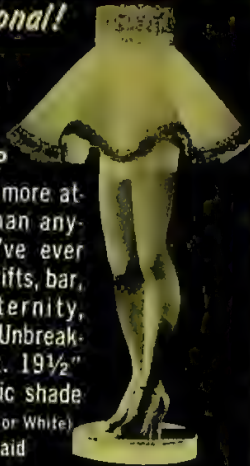
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careful collection it is. While the major portion of the line is devoted to pretty, contemporary interpretations of countryside vistas and Early Americana, there is also an important group of background patterns based on structural elements. One of these is Painted Wood, an interpretation of painted picky cyress, with sharp side lighting showing the knots, rough grain and board divisions. Others in the group include a pilot stone Garden Wall and the Hues. Wall pattern we reproduce on preceding page. Several softly colored textural effects round out this collection, where the color emphasis is on warm tones of browns, greens and golds, with peacock for bright contrast.

### Now it's SuperSanitas

Fifty-year-old Sanitas is now SuperSanitas, and the new superlative in the name is the result of some significant improvements in this fabric wall covering. Latex coatings have replaced the five layers of paint formerly used by the firm, and the final protective coating is a clear plastic that, the firm says, guarantees washability. All this is accompanied by offering two-thirds of the line in surface printing, providing up to twelve colors in a pattern. The rest of the line is comprised of gravure print. Furthermore, thanks to an electronic color controller, the firm believes that it has arrived at absolute control in color formulation. A typical example of what they're up to, design-wise, is the Rice Straws pattern on the preceding page. SuperSanitas is turned out by Standard Coated Products, Incorporated, in New York at 67 West 44th Street.

### Katzenbach & Warren's facility

To write that the newly introduced wallpapers by Katzenbach and Warren, Inc. are exciting, significant and handsome is really saying nothing new to anyone who has eased their 575 Madison Avenue showrooms in New York, so only reluctantly that we offer up these adjectives again in praise of their new line. This collection includes both an important selection of 18th Century documents grouped in an American Traditions collection, and a batch of refreshing contemporary designs. In the former category are four documents from the Cooper Union Museum, two of them English, and two French. Another French document is the Garde Nationale reproduced on the preceding page, with national guards of various European nations parading with playing card flags. Other new American Traditions patterns include a group of hat box papers, and two 18th Century border papers, with 12 antique textured papers for use with them. As is the case with most of the patterned papers in this collection, they are made with an antique finish to resemble the texture of the 18th Century papers. Contemporary designs, with a world-wide inspiration. There's lanterns, a drawing of Oriental paper lanterns hung on bamboo poles. Old Signs is an all-over presentation of old London street signs. Large apothecary jars filled with various herbs are depicted for Candy Jar, Venice, the Old City, American, as well as more universal flower and fruit, also handsomely represented.

### Colorful move

Dorothy Liebes has shuttled her hand-drawn, weaving, styling operations to the Decorative Arts Center at 205 East 63rd Street, New York 41, and the event was properly heralded with a party in her new design and production studio. A party isn't required, however, to make Liebes' lavish new quarters festive. All her weaving accomplishments



1111

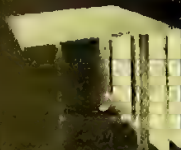
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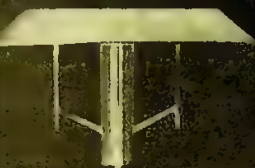
FOLDS TO 35" x 31"



OPENS TO SEAT TWO OR THREE



OPENS TO SEAT SIX



OPENS TO SEAT TWELVE-110"



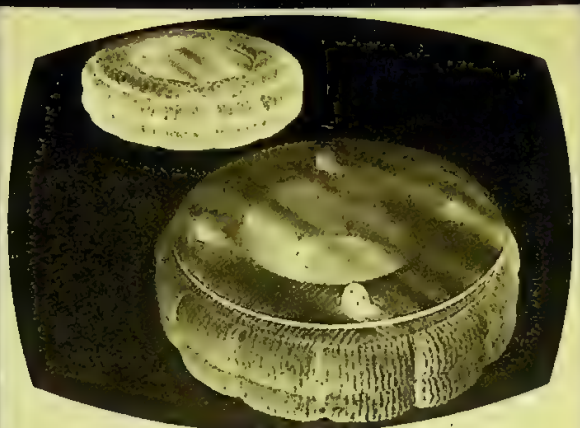
## FOLDING TABLE

DESIGNED BY BRUNO MATHSSON

BIRCH	\$185
OAK OR ELM	\$195
TEAK	\$225

## BONNIERS

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**Upholstered "Do-nut"... COCKTAIL TABLE**  
AND COCKTAIL TABLE-SEAT... both from the  
Sherman/Bertram collection. Diameter 45". Available  
in your choice of fabrics. We welcome your inquiries  
and orders from anywhere in the United States.



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8811 Beverly Blvd. • Los Angeles 48, Calif.

REPRESENTING... TOMLINSON FURNITURE • RED  
LION • SHERMAN/BERTRAM • MODERN COLOR, INC.  
MANY EXCLUSIVE LINES OF LAMPS & ACCESSORIES

It's  
Imported...

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Exclusive

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# CARROLL CREATION

FACTORY & OFFICES: 10th & Morlon Ave., Chester, Pa. SHOWROOM: 230 5th Ave., N.Y.C.



3822 White  
warriors on  
grey matte  
ground. Grey  
white wood base.  
32 1/2" high.

19" handsome  
white shantung  
shade with  
silver lining.  
Iron. Retail:  
about 42.00



## Quality in Wrought Iron...

The simplicity of these andirons and tools accentuates the fine quality of the workmanship: the tapered dimensions and chamfered edges, are the result of skilled craftsmen working on the finest Swedish iron. They prove that in iron, as well as in fabrics, there is a place in the contemporary scheme for the finest.

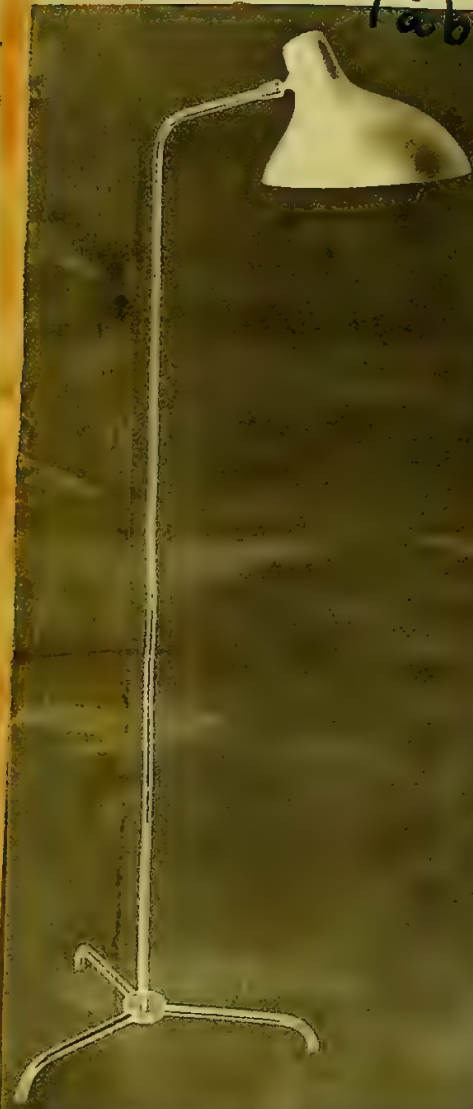
## Edwin Jackson

Fireplace specialists for four generations  
159 East 54 Street, New York 22 • PL 9-8210



A-2

# Table Lamps



13 14 15 16

The four examples 13, 14, 15 and 16 show the main developments in floor, table and wall lamps. The pendulum fitting, 14, is constructed to pivot on the table edge with the weight in the base balancing the shade. 16 is an adjustable wall fitting with the flex free to move within the brass tube.



framed to enable him to keep abreast of technical and commercial developments within the firm, while as an architect in private practice he could bring a fresh approach to lighting fitting design and remain in close touch with the problems of the architect. Roland, the third son, also entered the firm and is destined to manage the sales side when his training is complete.

## Problems of fluorescent lamps

The design of fluorescent fittings was the first major post-war problem, at a time when 'tin-basings' were the most common solution. The Merchant

Adventurers offered some typically individual solutions. Although they are no longer in the catalogue the first fluorescent fitting designs demonstrate once again the simple and economical approach to the use of materials and their assembly. These solutions arose partly from lack of metal, but it is interesting, in the light of the early application of the combined clear and sandblasted glass disc for incandescent fittings, to see the solution applied, in its different context, to the fluorescent fitting.

The current range is a little more orthodox in appearance, although most models are far ahead of the general run of fluorescent fitting design. 18, 19 and 20. The main features in their design are restraint, subtlety and unobtrusiveness, qualities which



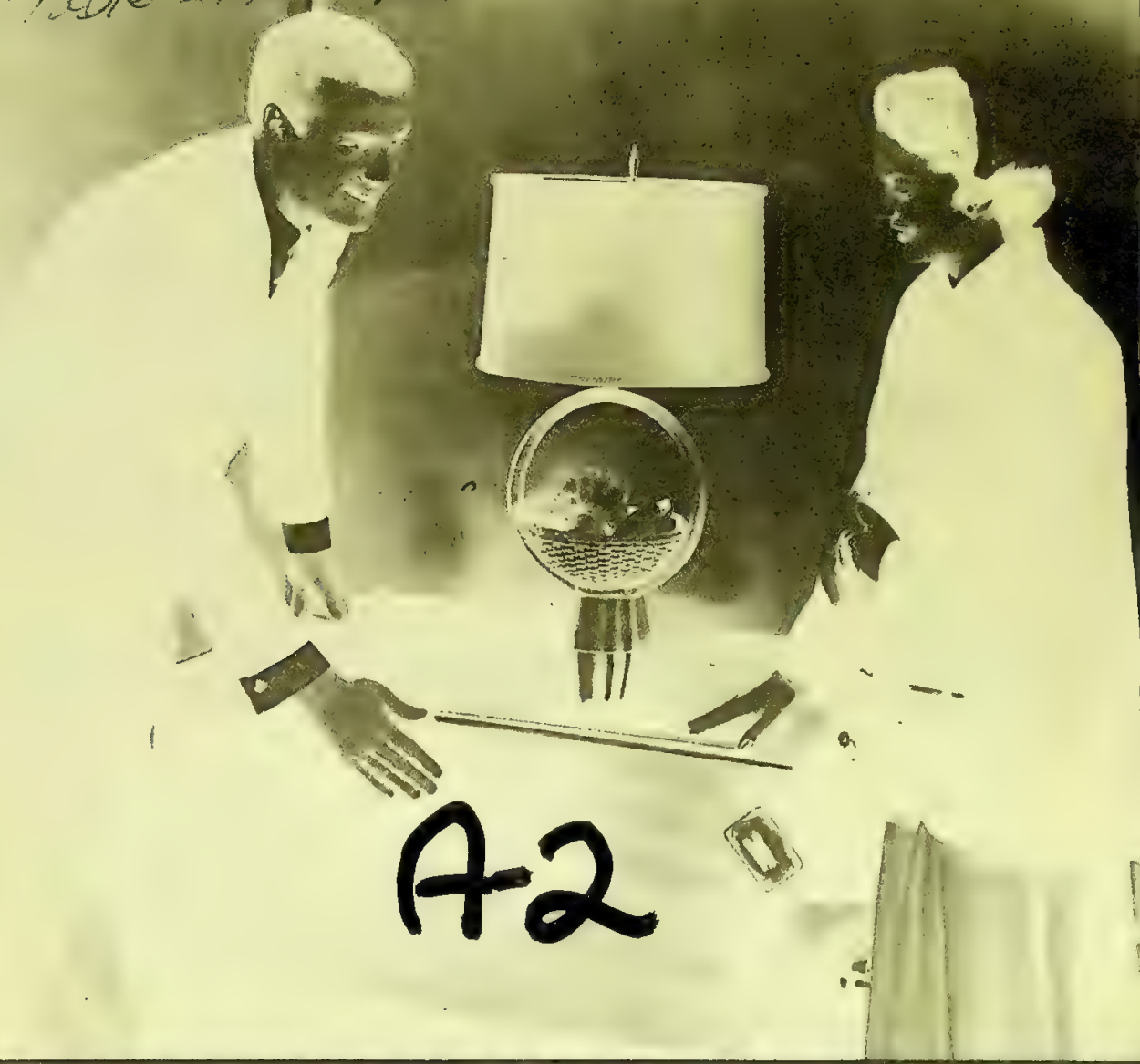
RETURN TO  
DESIGN DIV.

RETURN TO  
DESIGN DIV.

RETURN TO  
DESIGN DIV.



Table Lamp Box



A2

CLOSE YOUR SALE in record time by calling into play as many of your customer's senses as possible. Invite her to feel finish.

## How to boost your sales

Your basic guide to more and bigger furniture, curtain, drapery, upholstery fabric, hassock, mirror, picture, slip covers, awning, rug and carpet sales. Your cue to more and bigger bonuses, commissions and salary increases.

By MERCY DOBELL

Sales Training Director HOME FURNISHINGS



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# Westwood

Creators of Luxurious

Decorative Accessories and Lamps

...Popularly Priced



catalogues are available

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**W**  
PURIFIED LAMPS

WESTWOOD INDUSTRIES, INC.  
LAMPS

Westwood Chadwick  
DECORATIVE ACCESSORIES

Showrooms - 230 Fifth Avenue, New York, N. Y.

1263 Merchandise Mart, Chicago, Ill., 1355 Market Street, San Francisco, Calif., 16 Third Street, N.E., Atlanta, Ga.

June 1953

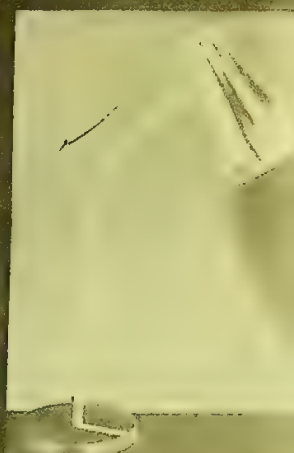
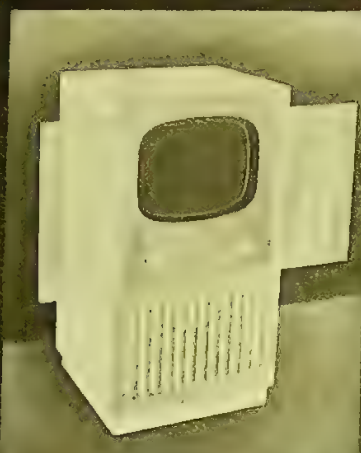
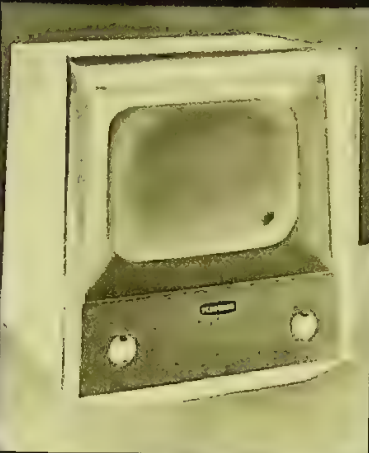


The recessed front is like a proscenium arch and the pale colour lessens brightness-contrast. Maker: Thorn Electrical Industries Ltd.

Television or coffee table with revolving top. Designer: Commander D. N. W. Joel. Maker: David Joel Ltd.

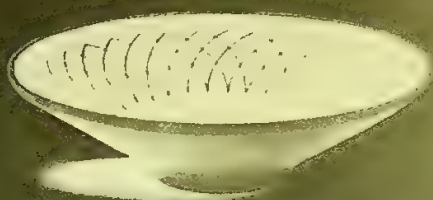
Chassis and cabinet combine to make a ROLLS-ROYCE job. Designers: G. J. Collins (cabinet), R. A. Dale (chassis). Maker: Dynatron Radio Ltd.

Switch inside top of reflector; flexible arm, waxed beach-hut grip, takes 100 W lamp. Designer: Rudolf Hollmann. Maker: Oswald Hollmann.

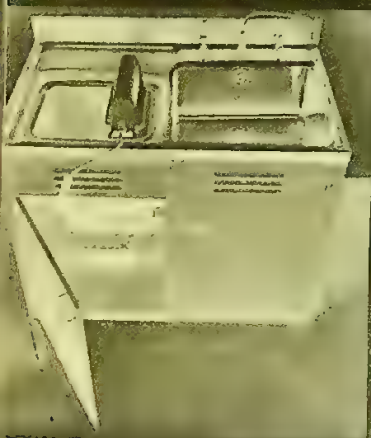


## REVIEW OF CURRENT DESIGN

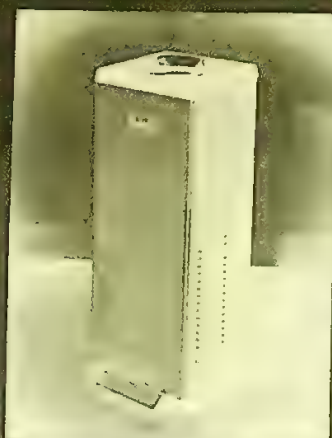
This feature offers a selection of goods up to the standard acceptable for 'Design Review', the photographic index of current British products that is open for inspection at the London headquarters of the CoID. Manufacturers in a wide range of durable consumer goods are invited to submit their new products for inclusion in 'Design Review'. Enquiries should be addressed to Mark Hartland Thomas, Chief Industrial Officer, Council of Industrial Design.



Earthenware bowl, hand made, with incised decoration. Designer: William Barnes. Maker: Pilkington's Tiles Ltd.



Sink with HOOVER washing machine occupies 42 inches square. Wringer folds into tub, covered by drainer. Maker: Ezeek Kitchens Ltd.



Drinking water cooler and fountain. Maker: The Lightfoot Refrigeration Co Ltd.



Continuous-burning grate. The low height, 7 inches, chiefly accounts for its excellent appearance. Maker: Sidney Flavel & Co Ltd.



Enamelled gas cooker. It encloses this victrola-like cooker. The taps are of the new type for safe operation. Maker: General Gas Appliances.



A-2

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# LAMPS TURN TO *Light*

By MARY BRYANT

*Decoration Secondary  
to Function in 1953 Lines*



Table of tables with lamp by Verplex



Haeger "Roman Helmer" model



Brass floor lamp by Art Lamp

*Furniture Age - April 1953*



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# DESIGN DIV.

# DESIGN DIV.

## Haeger ceramic

Home Fun  
Outside Fun

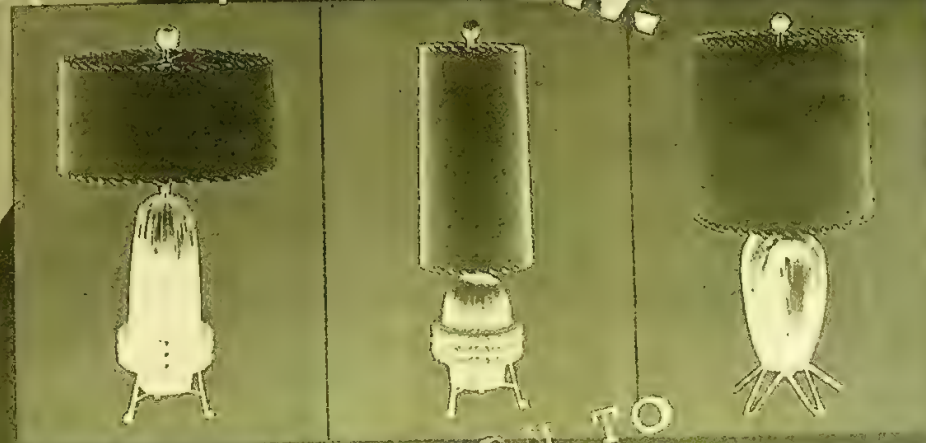
## wrought iron

# CLICKS

We've got a smash hit for you! Smart trade-paper writers, sensing a trend, pictured and "puffed" this combination in show issues. Smart buyers during the shows set the trend in motion. And now orders—orders—orders—prove the writers and buyers were right. Don't you miss the *double sales impact* of Haeger's ceramic and wrought iron combinations. Lamps and snark-ash-stands can be shipped together. Better place your order *now!*

# RETURN TO DESIGN DIV.

S-515 white, sunset, blue, green drip - Retail 10.00



6097 platinum grey/decorated, green, az. chart./honey, cotton white—Retail 17.50

6088 platinum grey/decorated, green az. chart./honey, cotton white—Retail 16.50

4127 iron agate, chartreuse/honey, az. chart./honey, cotton white—Retail 17.50

# RETURN TO DESIGN DIV.

Haeger Pottery Inc.

- Permanent Galleries
- CHICAGO—(Pottery), 15-100 Merchandise Mart—(Lamps), 12-100 Merchandise Mart
  - PORTLAND—J. C. Simmons, Rm. 100 Merchandise Mart, 321 N. W. Flanders
  - NEW YORK—Harry L. Kramer, 225 Fifth Avenue—The Haeger Pottery Inc., 225 Fifth Avenue
  - LOS ANGELES—The Haeger Pottery Inc., Brack Shores, Room 303
  - MINNEAPOLIS—Cecil Taylor, 504 Merchandise Bldg.
  - DALLAS—Drinkall-Higgenbotham Co., 335 Second Unit, Santa Fe Building
  - TORONTO—Brooks Lamp & Shade, Ltd., 44-50 Lombard St.
  - SAN JUAN CAPISTRANO, CALIF.





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by Fine Art

for customers with

limited budgets —

but unlimited good

taste. 30 magnificent

town and country"

soft tone colors.

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Lamps*

Ltd.



"PRIMITIVE JUG"

No. 2154—Retails about \$24.95

Fine Art lamps retail from 11.95 to 39.95

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SHOWROOMS:

New York City, 230 Fifth Ave.  
High Point, N. C. Merchandise Mart

as seen in April

House & Garden

famous CRADDOCK quality  
in Modern Neutro Oak

No. 20 Table has Self-Storing  
Extension Leaf—  
folds under top, opens like  
a book, makes 70" spread.  
Top closed 27" x 38".  
Drop leaves up, 58 1/2".  
To retail about \$99.  
No. 22 Buffet, 18" x 48",  
about \$115. No. 25 and  
25 1/2" Chairs, seats in  
colored fabric, about  
\$16 and \$24.



*Craddock*

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For those whose  
taste and require-  
ments never permit  
the consideration of  
"second best".

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827 W. Seventh St.

**NEW! A Superb Value!**

**Cleveland**  
by CLEVELAND CHAIR CO.  
of TENNESSEE



Style 108

**Rubberized  
Hair Filled  
Promotionally  
Priced!!**

Never before has there been such a terrific value! Seat and back are filled with Paratex rubberized curled hair—the product that actually breathes in use. Superbly styled (by the famous designer, Ray Carlson) this new model is the last word in comfort—yet it's priced to retail at less than \$20! Seeing is believing—see it today!

DISPLAYS Chicago, Space  
1047, 666 Lake Shore Dr.  
Delaware 7-4217, New York,  
Space 408, 206 Lexington Ave.,  
Murray Hill 3-9334, High Point,  
4th Fl., Southern Furniture  
Exposition Bldg., Chattanooga,  
2001 Elmendorf.

SINCE 1915  
**CLEVELAND CHAIR CO.**  
CLEVELAND, TENN.

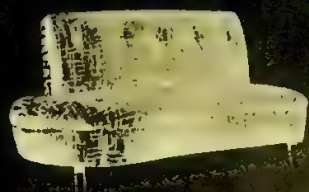
ONE OF AMERICA'S LARGEST AND  
MOST MODERN CHAIR FACTORIES



Albright Furniture Mfg. Co., Inc., Allentown, Pa.



Albright Furniture Mfg. Co., Chicago, Ill.

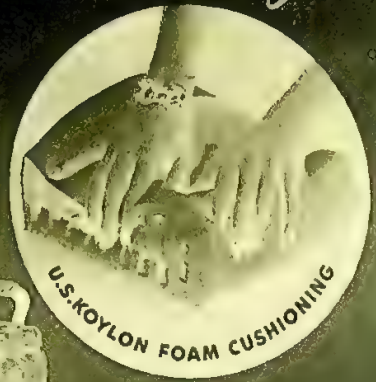


Albright Furniture Co., Bristol, Pa.

**today's finest  
furniture  
moves out  
of the store...  
into the  
home...**

**cushioned with**

**U.S. KOYLOON**  
FOAM  
*Cushioning*



Medwell Chair Co., Sheboygan, Wis.



**UNITED STATES RUBBER COMPANY**  
ROCKEFELLER CENTER • NEW YORK



# Black Magic!

Soft black accents on gleaming solid brass—magical combination for stepped-up sales in smart room accessories. Illustrated: some of the numbers from the new French Noir group by Koppaware.



**No. 1519**

**Planter Lamp.**  
Solid brass  
planter bowl,  
diameter 8".  
Overall  
height,  
51". Width,  
16 1/2".  
3-way switch.

**\$12.50**

wholesale

**No. 1523**

**Candle  
Holder.**

\$18 doz. pair,  
packed 6 pair  
to carton.

**No. 1524**

**Bud Vase.**  
\$12 per doz.  
Packed 6  
vases to  
carton.



Write for information  
on the complete line.

## KOPPOWARE

PRODUCTS MFG. CO.

2029 W. North Ave., Chicago 47, Ill., Ph: EVerglade 4-4722

Christmas card"—let us add that it is a decorated misfire invented by one Horatio Wagatan in 1852 to send to his friends. Since then it has become increasingly popular, until today "Christmas Cards" are quite "the rage."

To say that The Port of Call has the nicest cards you can find anywhere sounds like boasting, but if, after looking them over, you don't agree, well, give you a card FREE (provided it's a 5c card and you are not a minor!). 'Twould take too long to list all the manufacturers represented in our stock, it's quicker to say we do NOT carry the Habershon, Tweedle, or Wagglebug lines.

### Tarnation Coaxy

Later in our tour we shall reach the recess containing the sample books of personalized cards. It's called "Album Alcove." A quiet spot—out of the hurly-burly—we might claim that "George Washington Slept Here," except that he didn't. He expressly states "I didn't sleep a wink in Album Alcove. Those picture books are too tarnation coaxy."

Never before have so many customers found our personal cards "tarnation coaxy."

We always took a perverse pleasure in that copy, because it caused some of our competitors to raise a pitying eyebrow. But it also attracted customers from outside our usual orbit, curious to discover "what that was all about."

A few further points worth consideration. Don't indiscriminately use cuts showing individual cards. Translated to black and white, and served on newspaper, some of the loveliest cards are enough to make the public "view with alarm."

Don't proclaim numerically what a vast number of cards you have to offer. We know of one store which stated proudly — and undoubtedly accurately — some astronomical figure it displayed. Unfortunately a brief calculation could reveal that if a prospect devoted five seconds to each card, it would take almost three hours to cover them all!

Don't, in your advertising, hint that you've well-nigh broken your neck all through the spring and summer, tracking down new and unusual cards from many companies — unless you have. People know. *How* they know! There are very few things folks are conniser about than greeting cards. If you've loafed on your job of personal investigation, examination, and selection, and yet claim the contrary, the public may not say anything to you. But they will discount heavily any advertisement claims you make about other articles you sell.

Many people like to have any parade of words and sentences such as this end with a neatly wrapped-up Moral. Fair enough. Accordingly:

**MORAL**—If this rambling chronicle of experience and advice contains any moral about greeting card advertising, it would be this: vary it, inasmuch as cards themselves vary, but don't fail to keep it interesting. — Which moral we forthwith present to you — gift-wrapped, of course!

## PARIS CALLING

*By Anna Paul Wey*

It is sought and adapted by a great number of manufacturers, who, each in their sphere, express an effort so that the trend is stimulated in so many different ways, so that it is at the same time new and different, the more so, but the variety is wider, for the same class of object is than in the States, where production has to be kept just good to justify the important capital invested.

Many Americans would be amazed to see how many of the new gift and decorative accessories are produced in the Century-old tools installed in premises dating back to the 19th century turn out the newest and most desirable things. It often wonders how there can still be creation in fields which seem to have been thoroughly investigated and ploughed.

(See page 56)

THE GIFT AND ART BUYER • MARCH 1954



A-2

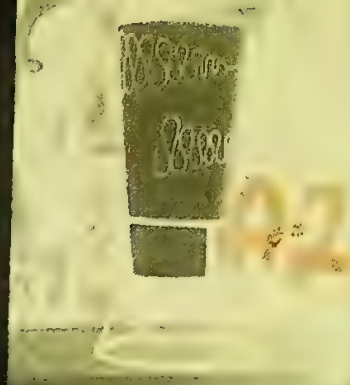
# Table



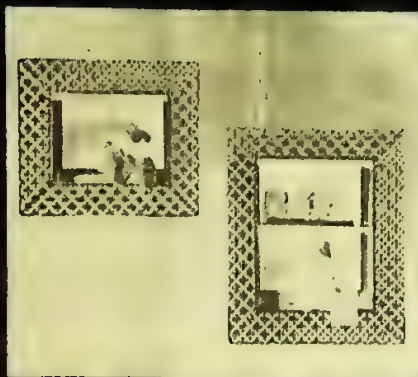
Porcelain bowl, with figurine and roses, is gold trimmed, with scroll design; retails for \$30. From Heirlooms of Tomorrow; shown by Eva Rkdall, 527 W. 7, L.A.



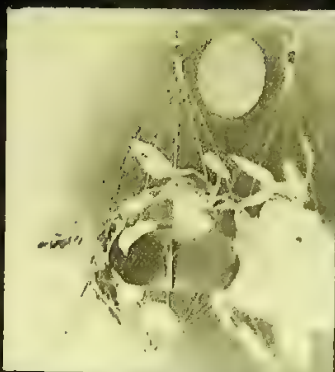
Handwoven ceramics, come in many colors; flare basket is 10 1/2" in diam.; vase is 8" high, fruit bowl, 12" in diam., \$7.50 ea. MacFarlane Sales Co., L.A.



Licorice TV lamp, with black design on white porcelain base, sells for \$10. Newell Studios, 6707 West Blvd., Inglewood, Calif.



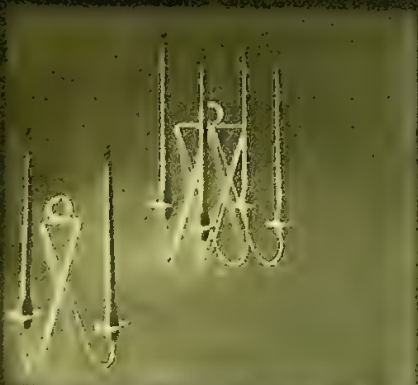
Decor wall frames come in filigreed brass or silver; 14" x 12" frame (left) in brass, \$5.95; in silver, \$7.95, 14" x 17" frame, \$7.95 or \$9.95. Sierra Columbian, Pasadena.



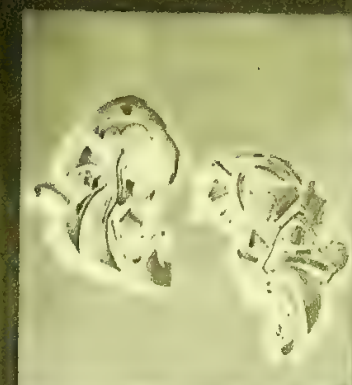
Teardrop planter with ceramic bowl in many colors enclosed in black wire frame, is 20" overall, \$3.95. Charles Kalen, Penthouse, Brack Shops, L.A.



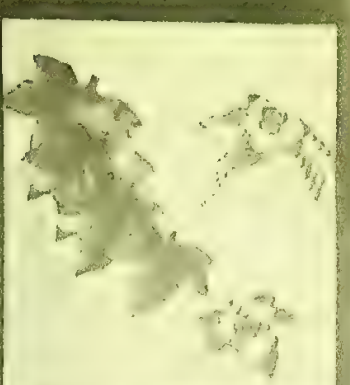
Unusual 3-dimensional ceramic wall hanging, mounted on screen, sell for \$30. Designed by Tony Hill; from 3121 W. Jefferson Blvd., L.A.



Wrought iron wall sconces with natural wood cups come in two-candle style for \$8.50; 4 candle for \$8.95. From Pacifica-1951 collection; Robert Greer, 527 W. 7th, L.A.



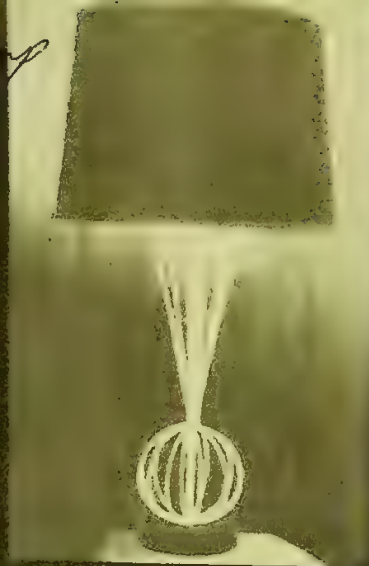
Green ceramic wall pocket planters depict husband-wife breakfast hunter, \$5 ea. Centinela line by Dacora Ceramics, 136 N. Ash Ave., Inglewood, Calif.



Porcelain mirror set comes in white, pink, sage, with gold edge, \$49.50. Large leaf is 4" in diam. Robert S. Barkell Co., 527 W. 7, L.A.



Table Lamp  
Box



#### ABOVE

TV LAMP in shape of sky-flower leaf of Hawaii in crackle gold, crackle silver, or island green. Comes \$4.50 wholesale. Hazel Hutchins, Costa Mesa, Calif.

#### RIGHT, TOP TO BOTTOM:

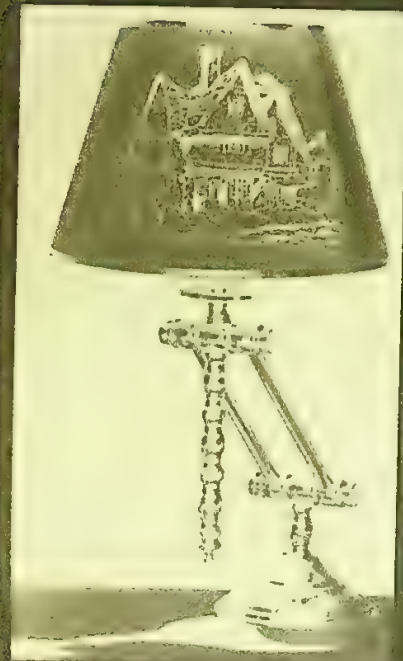
LAMP has black baked lacquer wrought iron shaft with wood base. Shade is lacquered steel mesh screen. Retail price \$29.95. Jimmy Smith Brack Shops, Los Angeles.

HURRICANE Lamp is 21 inches high including wrought iron base. Black or white, \$7.50 wholesale. Freesebert & Co., from Waterman White, 225 Fifth Ave., New York.

BRASS PIANO lamp has pendulum arm which adjusts to any position on either side of the base. Hand-painted shades in assortment of 4 decorations are 8 inches in width, overall height when lamp is upright is 17 1/2 inches. \$6.75 wholesale. Matthew Paskow Co., 682-684 Jamaica Ave., Brooklyn, N. Y.

#### BELOW

CERAMIC lamp, named "the Rockwood" is 31 inches high. Colors include crackled gold, bright yellow blending into a rich brown, buff and grey in a satin finish, lime green. Fabric and parchment shade complements each finish. Tower Craftmen, Red Bank, N. J.



# Don't Look Now, But Your Foyer Is Showing!

"LAMPS FOR EVERY ROOM IN THE HOUSE"

CONSUMER PROGRAM LAUNCHED BY LAMP & SHADE INSTITUTE

**"L**AMPS for Every Room of the House," a consumer educational program designed to explain and illustrate the use of portable lamps in different areas of the home, has been launched by The Lamp and Shade Institute of America.

The object of the entire program is to increase the market for all types of lamps by calling attention to those areas of the home where, the Lamps and Shade Institute feels, portable lighting is commonly neglected. Proceeding from room to room, the series will show both modern and traditional treatments and will explain the placement and selection of lamps for various lighting needs and decorative effects.

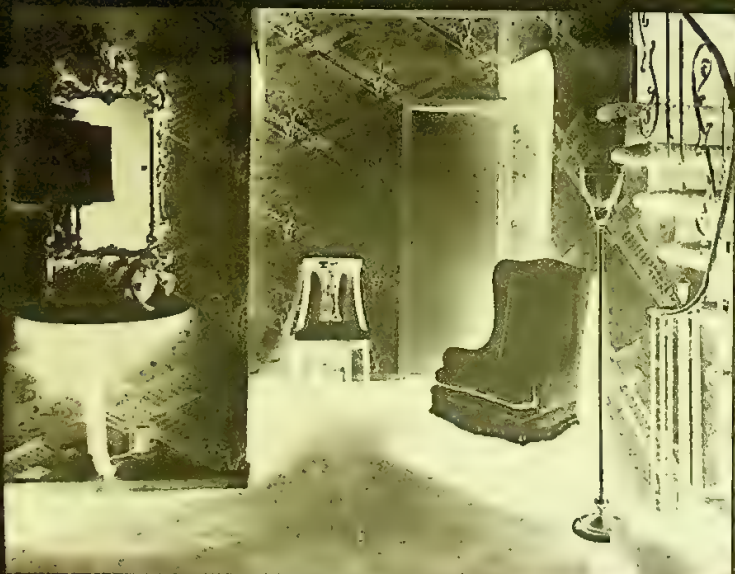
## Lamps for the Foyer

Opening theme of the series is "Lamps for the Foyer" with decorating advice from Ruth L. Strauss, noted New York interior decorator and member of the American Institute of Decorators. This educational material has been issued to 500 daily papers across the country, with accompanying photographs showing traditional and a modern foyer settings using lamps.

"Don't look now, but your foyer is showing!" is the opening sentence of the article, which continues, "This area is commonly overlooked in planning decorative schemes."

The article goes on: "No matter how small, the foyer should convey a warm, welcome feeling. Too often, however, it is a drab, blank spot in what might otherwise be a cheerful decor. All that may be needed to dis-

(Continued on page 69)



Above—Contemporary "television" lamp is used to dramatize a simple modern foyer setting. Blue lights, sunk into the streamlined floral spray, illuminate the abstract painting on the wall.

The soft glow of two slender lamps creates a warm, inviting atmosphere in this entrance hall decorated by Ruth L. Strauss in traditional styling. Ample lighting, combined with a three-dimensional wallpaper pattern, achieve an illusion of spaciousness.



over the light.

Sophisticated styling distinguishes new space-saving pin-up lamps, which have also joined the black-and-white movement. An attractive hanging lantern, with a white fibreglas shade, is half-enclosed by a semi-circular, black wire cage. There are versatile pin-ups with double shades that rotate on swivels and others that swing from the wall in a wide arc to cast light wherever it is needed.



Crest Co., Chicago. China, ivory background, dark brown figures. Eggshell and gold metallic weave shade. Approx. ret., \$125.



L. Rosenfeld & Co., New York. Hand-made Italian filigree, green and-gold background. Shantung shade. Approx. ret., \$39.95.



Acme Mastercraft Co., New York. Imported figurine, metal mounting, bead and cloisonne trim. Swirl shade. Approx. ret., \$50.



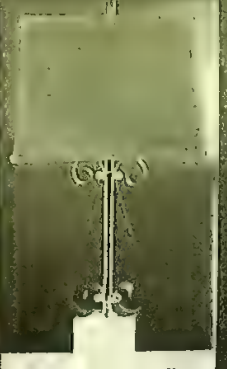
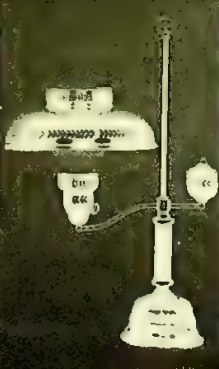
Ardall, Inc., New York. Hand-decorated bisque with attached figurines. Hand-tailored shade.

Left to right: Cordey China Co., Philadelphia. Yellow Warbler, rose sprays. Filigree and black mounting. Tissue faille shade.

Keystone Lamp Mfg. Corp., New York. Maroon, green or ivory tone. Metal shade. Frosted chimney.

Artor Studios, Philadelphia. Black ceramic background, chairreuse leaves, white grapes. Green shirred plastic shade.

Fashion Lamp Co., Chicago. Polished brass, black mounting. Almond green silk shantung shade.



Nelson Bood Co., New York. Hand-decorated Bohemian overlay, 24K gold finished. Silk mattalasso shade.

H. A. Framburg & Co., Chicago. Light beige onyx column, gold finish. Eggshell pebblecloth shade.

Luminart Lampshade Prod., New York. Bird cage planter. Coolie or drum shade. Approx. ret., \$12.95.



Benrose Lamp Co., New York. Italian china double step base. Custom shade. Approx. ret., \$100.

Carrol Creations, Chester, Penna. Hand made Italian pottery. "Horses and Bison" on wrought iron. Laminated shade.

Phillip J. Greenspan Inc., New York. Brass, polished and lacquered. Tan linen parchment shade. 3-way light.



# Table Lamps A2



1946

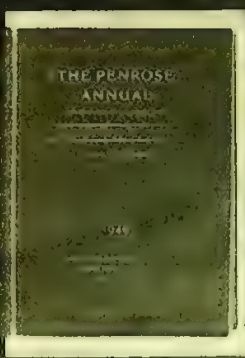
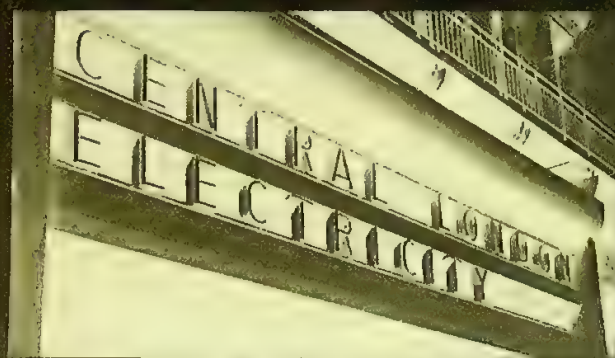
The modern desk light, too, has become less rigid, more fanciful, with more interest in contrast and texture. Left to right: A. B. Read for Troughton & Young Ltd; Paul Boissevain for Merchant Adventurers Ltd; A. B. Read for Troughton & Young Ltd;



1949



1950



1938

1949

Two title pages for Penrose Annual. Left, as designed by Jan Tschichold for the 1938 volume; right, a specimen by the same designer commissioned by Penrose Annual to illustrate his 1949 manner.

Left above: Plain pre-war fascia lettering by E. Maxwell Fry, designed for neon lighting; below, decorated letters used on the South Bank by R. Y. Goodden, R. D. Russell and R. Guyatt, designers of the pavilion.

Aug. 1952





## Table Lamps

Known for a  
Quarter of a  
Century as a  
Source for  
Distinctive  
Styling by  
Leading Dealers  
and  
Interior  
Decorators

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Our new TELE-HASSOCK is perfect for television, radio, fireside, for the bedroom as a dressing table or slipper chair. It's really a chair-hassock, sturdy, lightweight and compact. Note storage space. Choice of 10 lovely colors.

Thomas Hassocks come in beautiful, washable plastics, embossed or smooth, with foam rubber tops. They're decorative! They're practical! They're all shapes, sizes, and all prices! See them at the market and choose your stock. Send for our new Catalog No. 30.

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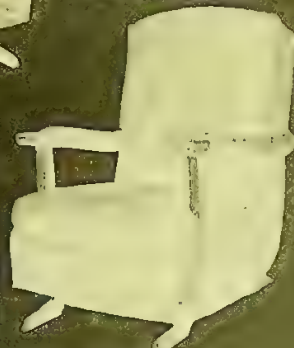


Built with  
GOOD YEAR *Reform* Cushion  
Fully molded 5/8" thick  
Solid Mahogany for all exposed  
wood parts  
Head-height back for soothing  
comfort  
Sanded rocking surface for  
silken smooth rocking action  
Five-year warranty bond  
Made in *Grand Rapids*

Tie-in with Luxury's national advertising with your own local promotion, using Luxury mats. Point out to homemakers that your store is the one place in their neighborhood where they can buy the nationally advertised Luxury-Built line.



Whether your customers prefer traditional or modern, you can always push LUXURY. Distinctive rockers for every taste.



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## Additions to The Curtis Collection



No. 1660 Yarmouth Arm  
Chair

This simplicity and graceful lines of the Ox Yoke Windsor has been faithfully copied. This chair is rugged and simple with exceptional built-in comfort. Also No. 1661 Side Chair to match.

On display at  
ROOM 321  
1 Park Avenue  
New York

Our No. 1670 Hubbard  
Arm Chair

Copy of one of the finest chairs of the early 1800's, this chair graces many of the reception rooms of the Massachusetts State House. It has decorator approval and lends itself to a wide variety of purposes.

Write for  
photographs  
and prices



Curtis Products, Inc., Ashburnham 1, Mass.



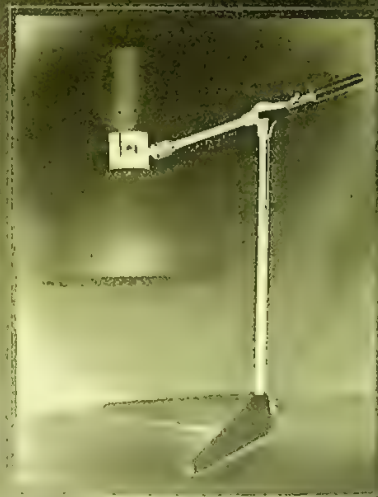
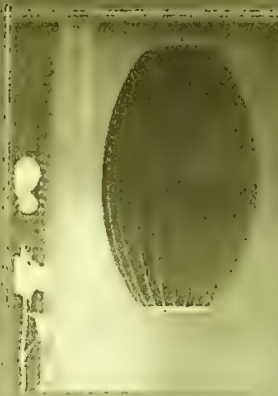
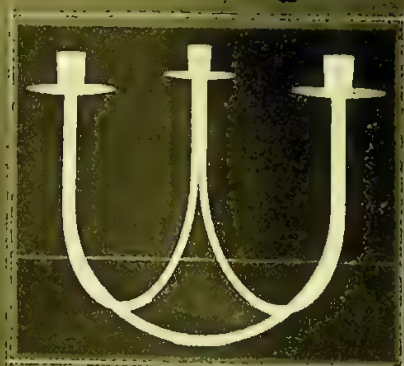
# Winning Lamps Chosen for Good Design Exhibition

SIX lamps were added to the Good Design Exhibition for its June 19th opening at the Merchandise Mart in Chicago, which included 220 new items of home furnishings. They were chosen by the selection committee of the Museum of Modern Art New York, which is headed by Edgar Kaufmann, Jr., director of Good Design. The new items were added to the ones selected in January and installed in the setting designed at the beginning of the year by Paul Rudolph. This is the eighth Good Design exhibition sponsored jointly by the Museum of Modern Art and the Merchandise Mart.

One of the lamps added to the show is a white oblong

wire-frame table lamp with white and scarlet latex strips snapped over it. It was designed by George Nelson. A lamp designed by Paul Meyen has a structure of brass wire with a shade of hemp embedded in plastic. Lightolier has a new version of the pin up lamp that can also be used as a table lamp, with white shade and wire metal frame. Olga Lee has designed an adjustable desk or table lamp with an extra socket built in for low watt age indirect lighting. It is stated that Miss Lee's design was particularly admired by the selection committee for the remarkable consistency of its details.

A-2



Top row: left and center by The Gallery Santa Rosa; right by Paul Meyen. Bottom row: left by Howard Miller; center by Lightolier; right by Ralph O. Smith.





Paul Hanson table lamp. Base is of natural wood slats. Shade is available in all stock colors. 30" high, sells for \$27.50.



Another Paul Hanson table lamp. Base is of yellow double glaze China; impregnated burlap shade in yellow or lime. \$43.50.



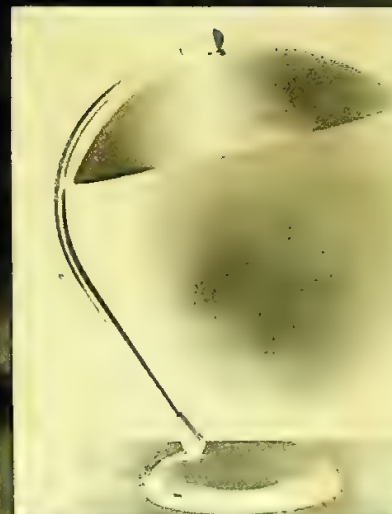
This lamp, like the two at the left, was designed and manufactured by the Paul Hanson Company. For any room setting.



An asset to any contemporary setting, this modern plastic cylinder table lamp is made by Mutual-Sunset Lamp Mfg. Co.



Berrier Gnazzo table lamp. Base is made from a light colored clay that is worked into a slab and shaped by hand. \$195.



Kurt Verson table lamp has two shades to permit direct or indirect illumination in any desired position. In several colors.



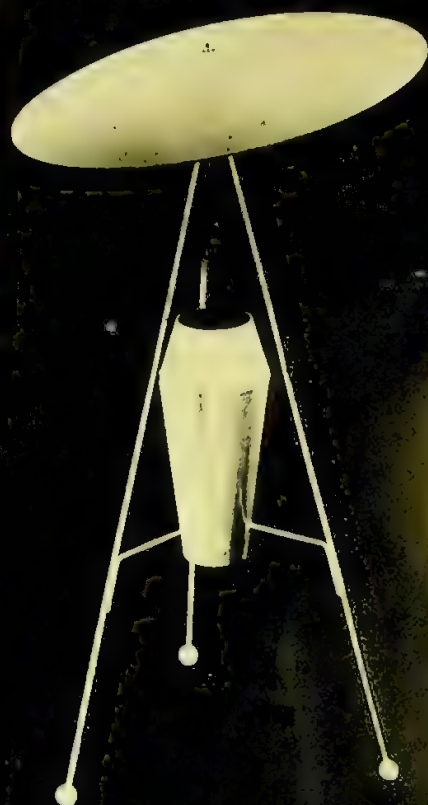
Table or desk lamp by Kurt Verson. Finish is standard fire-baked enamel. Perforated metal reflectors. Each arm has two swivels.

TABLE





The table or desk lamp (above), made by Heifetz to sell for \$31.50, was designed by John Van Zeeinen. Polished brass arm.



Tripod floor lamp (right) was designed by A. W. Geller and Marion Geller for Heifetz. is mobile and flexible in lighting.



Heifetz collection table lamp. Base is white ceramic porcelain; shade is black perforated parchment. Sells for \$31.50.



Table lamp with a cylindrical shade of Polylin, pull-chain socket. It was designed by Harry Gulin for Middletown Mfg. Co.



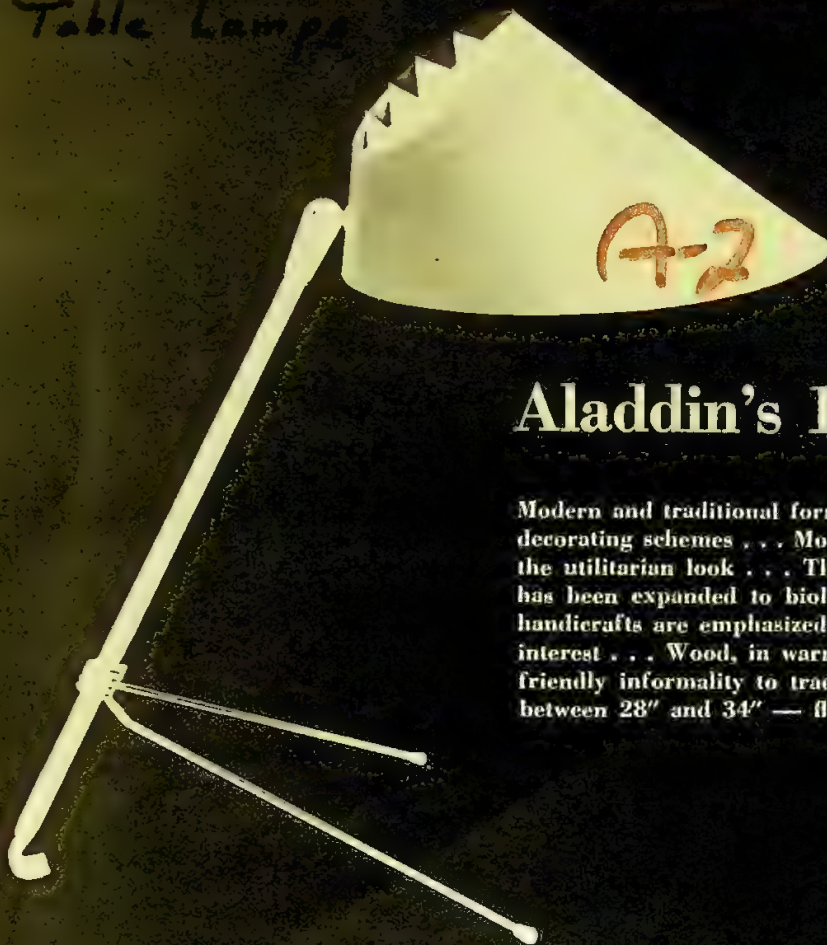
Another Harry Gulin design for Middletown is this table lamp. Open top 16" spun aluminum shade, Polylin center shade.

RETURN TO  
**DESIGN DIV.**

RETURN TO  
**DESIGN DIV.**

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**DESIGN DIV.**

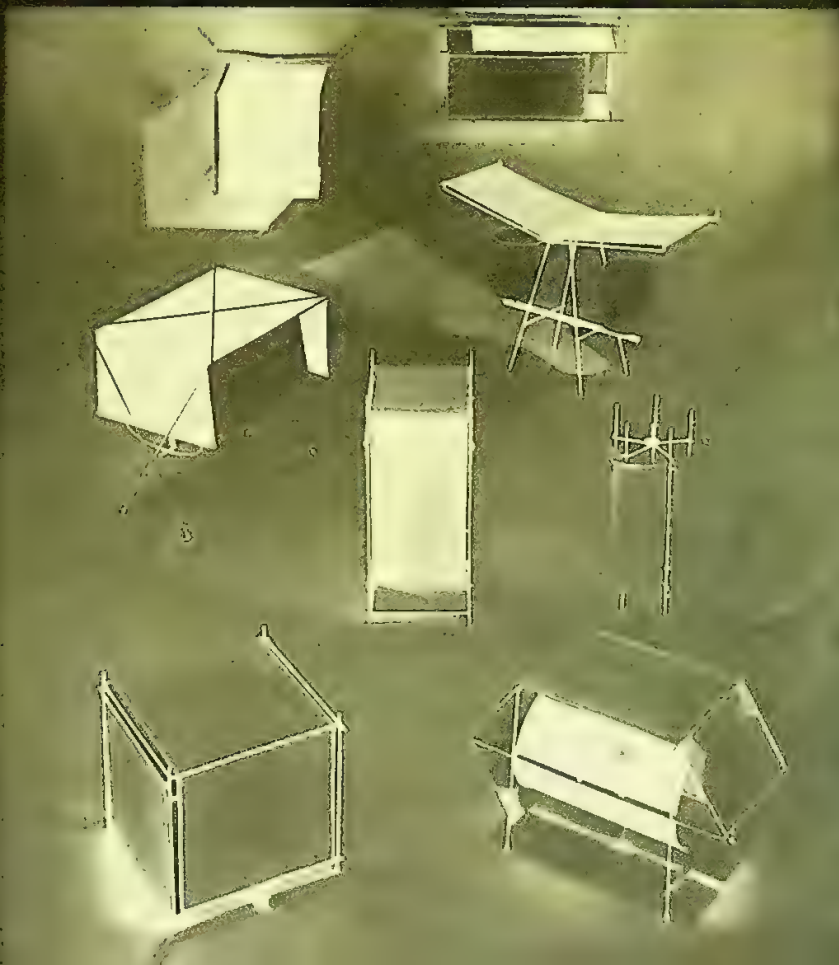




## Aladdin's 1952 Wonderland

Modern and traditional forms have been revamped to highlight current decorating schemes . . . Modern has broadened its appeal by discarding the utilitarian look . . . The trend that started with botanical patterns has been expanded to biological motifs . . . Primitive art and native handicrafts are emphasized in lamps designed to create focal points of interest . . . Wood, in warm finishes, is a favored material for lending friendly informality to traditional motifs . . . Table lamps now range between 28" and 34" — floor lamps are petite, some as short as 52".

Anthony Ingolia designed this multipurpose lamp for The Heifetz Co. Legs can be pressed together to adjust its height.



The current trend toward "more shade than lamp" is interpreted with ingenuity in this new collection of six modern table and pin-up lamps. They were designed by George Nelson for the Howard Miller Co., and are priced between \$15.95 and \$21.95. Easily washed shades are made of lastex.



## Table Lamp



CERAMIC BASE of Hall China in silver grey is gracefully topped with a simple shade. Retail about \$20.00. White Lamps, 11 West 30th St., NYC.



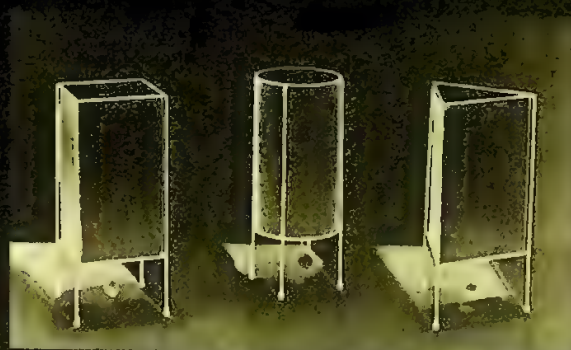
HOOR GLASS base in white is striped with brown. Height 27 1/2". Imported from Italy by Raymor. Retail \$63.00. Richards Morgenthau, 225 Fifth, NYC.



SATIN GLASS column in champagne is decorated in brown. Shantung shade with brown drupe. Retail about \$73.00. Vic T. Brode, 230 W. Dauphin, Phila.

## New lamps to be shown at July show

*Previewed in New York and Chicago*



BLACK MESH forms a texture pattern against Fiberglass in these new moderns by Archie Kaplan. Retail \$12.95. New Dimensions, 130 W. 23rd St., NYC.



ABSTRACT and impressionistic is the motif gained with several under glazes. Shade is textured fabric over parchment. From Phil-Mar, Cleveland 3, Ohio.



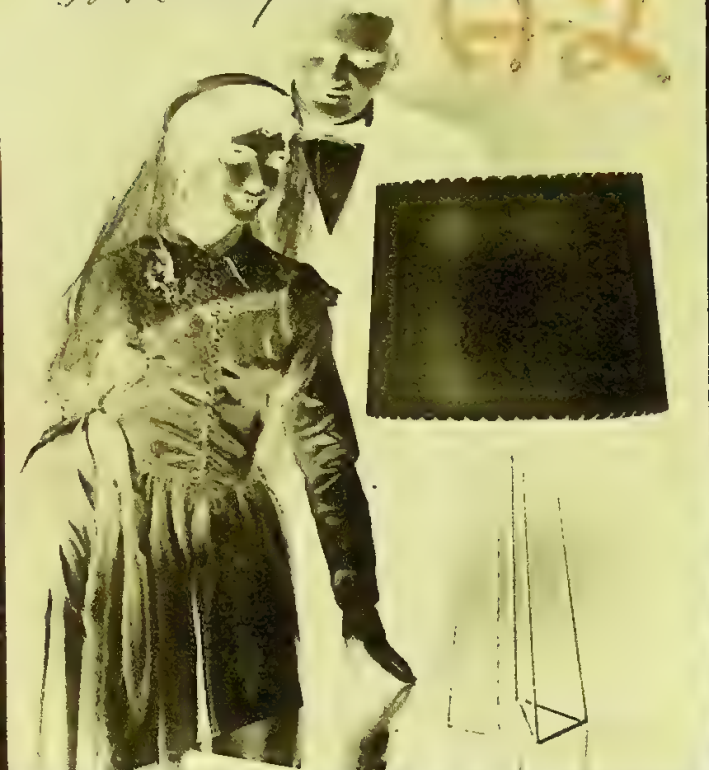
"GIBYAE" in pink, black, golds and white on cocoa has square drum shade. Designed by Sascha Brastoff. Retail about \$100. Crest Co., 1020 W. Adams, Chicago.



PLANTER LAMP of rattan and bamboo matchstick has plastic container. Retail about \$35.00. Newark Reed & Wicker Shop, 1219 Springfield Ave., Irvington, N.J.



Table Lamp Box



# Shining Smartness

in her bright new world...  
from Verplex

As beguiling gifts or "musts" for the young homemaker, Verplex lamps, and lamp and table combinations, in modern wrought iron are truly decorative delights... fashioned in clean, spare lines, styled to lend light and airy distinction to contemporary or traditional interiors.

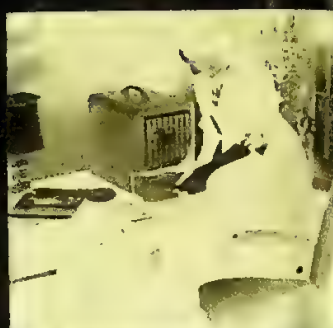


This tag is your guide to Verplex lamps and shades, available—and moderately priced—wherever finer lamps and shades are sold.

## IT'S WORTH MENTIONING

By Julie Polshek

The excess moisture extracted from room air by Fresh-Air's Electric Dehumidifier is held by the drawer of the streamlined structure. Drying air thus makes a room feel degrees cooler. In basement areas, the service of the portable unit prevents mildew, damprot, rust, excessive dampness. It serves 10,000 cubic foot area; extracts 2 to 3 gallons of moisture at 24-hour rate. AC (200-W). \$149.95. Carson's, Chicago.



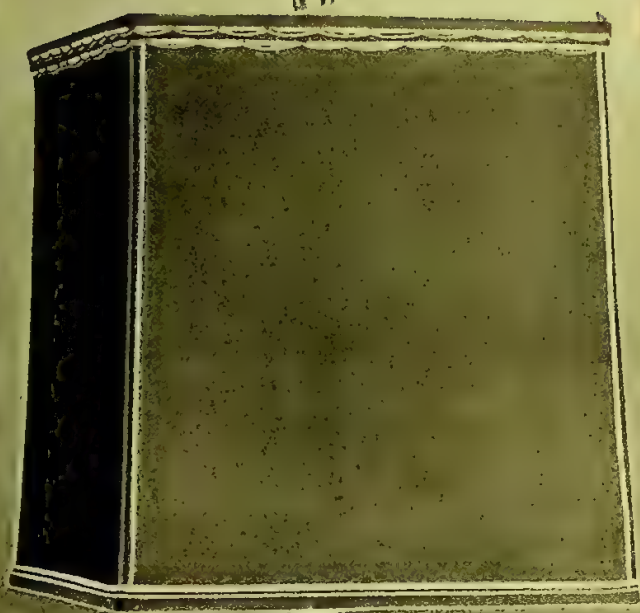
The benches of San-Dodger, built to hang from its side hooks in transit (and storage), so the three-some can roll as a unit to the desired picnic or play site. Sturdy built wood set is a duplicate of Goshen's adult San-Dodger, scaled down to small fry needs. (Table 20" high; benches 18" high; cast-rolling wheels and wheel-type handles enable youngsters to manage it. \$19.95; from Mosby Field's, Chicago; Illinois.)

The trend toward dressed-up kitchens should give these glazed-pottery canisters from California-Clementsons a appreciative audience. The design of the fine ware, an intriguing mixture of sophistication and nostalgic charm, fits into any decor. The glazing combines creamy white, black, subtle tones of honey-cherry red, green, and brown. Four canisters, \$17; 2-luckers dripping jar, \$1.25. Boston Store, Milwaukee, Wis.



The grill of the White House's Warner handles any space-saving. Ten of these 8-inch casseroles. Two Sterno stations serve to keep hot whatever you want. (Asbestos pads are supplied for non-flammable ware.) The picture shows the





## Cheval

An exquisite contemporary design by Sascha Brastoff exclusively for The Crest Company.

The performing pink "Cheval" is richly decorated in blues, golds and whites, on a background of cocoa. Each piece is a signed original. The square drum shade is champagne all silk shantung with a multicolor trim to complement the design of the base.

Traditional Crest craftsmanship dictates hand-made metal mounting and triple plated fittings. Write now for more details.

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NEW YORK

LOS ANGELES

SAN FRANCISCO



L+L June 1952

87 85



## Seen at the Shows



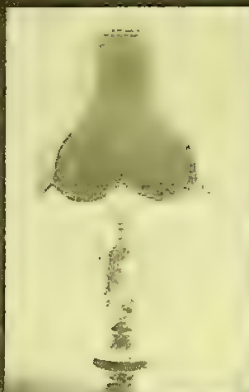
Ceramic lamp glazed in brilliant tones. Rectangular Fiberglas shade, laced 3-light socket. Height 29". White with red shade, olive green or red with natural Fiberglas. No. 2086, Bradley Mfg. Co., Chicago, Ill.



Llama lamp, earth textured body decorated with glazes in colors. Terracotta with turquoise, green, white or yellow. Shade, openweave fabric, metallic or plastic. Retail about \$25.00. Royal Haeger Lamp Co., Inc., Dundee, Ill.



Lamp with pencil-slim metal legs and shade of white oiled paper, designed by sculptor, Isamu Noguchi. Lightolier, New York.



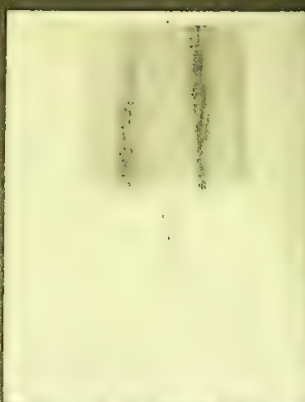
Bristol lamp decorated with leaf design. Height, 35". Shade, 20". Colors: white, grey, champagne, amethyst, or green. No. 5864, Crystal Mart, Inc., New York.



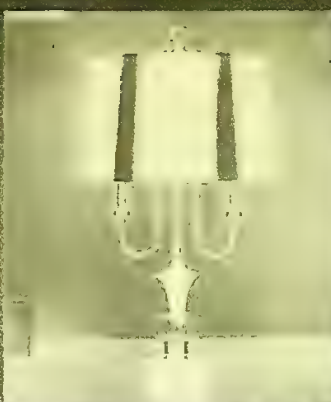
Bird cage planter lamp, overall height, 27". Approximate retail price, \$12.95. No. 56, Luminart Lampshade Products, Inc., New York.



Fluorescent desk lamp with ball arm underneath bulb to throw light forward on greater working area. Grey or brown Hammerfold finish. White enamel reflector. Retail price about \$12.00. No. 3 by Marks Mfg. Co., Chicago, Ill.



Contemporary table lamp in old pine and polished brass, equipped with 4" reflector, 3-way switch. Shade, nubby beige on gold foil parchment. 14" x 14" x 15". Height, 34". No. 7577, Shiflet Co., Chicago, Ill.



Combination of chestnut brown or olive green finish and polished brass. Graceful two arm design. Height 27". 18" shade, pierced gold. Approx. retail price \$20.00. No. D17T, Calpe Products Co., Philadelphia, Pa.





The photo above shows the sides removed from the trailer body—note the steel dowels in the sides.

WE believe this toy truck will hold any youngster's interest, especially the feature of the detachable trailer and removable sides and back.

Most of the parts can be cut on the scroll saw except for the shaping of the wheels which can be turned on the lathe—refer to wheel construction on page 72 of this issue.

The cabin body is made out of a solid block cut to shape on the band saw, this could however be made hollow by making the sides and top out of  $\frac{1}{4}$  inch stock.

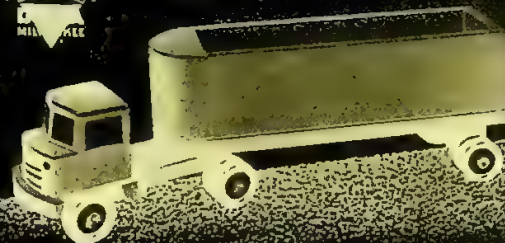
The sides and back of the trailer are removable by lifting the sides from the body which are held with dowels made of 5-D finishing nails with the heads cut off.

Fasten the wheels to the body with No. 8 round head wood screws or  $\frac{1}{4}$ " C.R.S. axles.

Paint the cab and body light and the wheels and base dark.

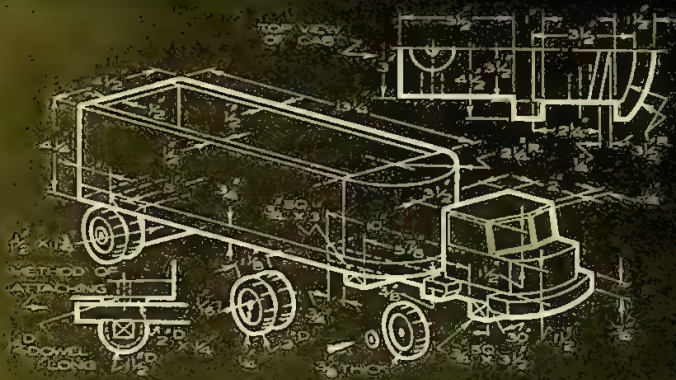
## build him a detachable toy trailer truck

Submitted by  
JOHN BEDLOY.

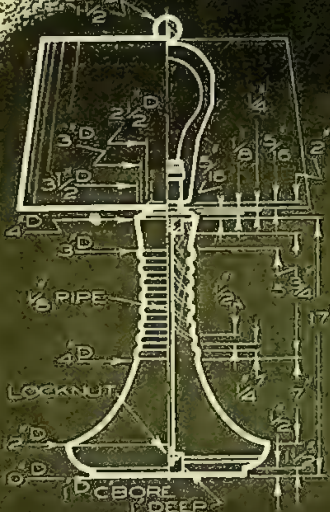


### BILL OF MATERIAL

No.	Req.	Name	Size
1		Truck Base	$\frac{1}{2}$ "x4"x10"
1		Cab	$\frac{1}{2}$ "x3"x3"
1		Trailer Base	$\frac{1}{2}$ "x4"x15"
2		Trailer Side	$\frac{1}{2}$ "x3"x13"
2		Trailer Back	$\frac{1}{2}$ "x3"x3"
1		Trailer Front Block	$\frac{1}{2}$ "x4"x3"
1		Trailer Axle	$\frac{1}{2}$ "x1"x3"
1		Truck Front Axle	$\frac{1}{2}$ "x4"x3"
1		Truck Back Axle	$\frac{1}{2}$ "x4"x3"
2		Wheel (double)	2x2x1"
2		Wheel (single)	2x2x1"
1		Connecting Pad	2x2x1"
1		Connecting Dowel	$\frac{1}{2}$ " diam. x 1"
		Round Hd. Wd.	
		Screws & Washers	No. 8x2 1/4"
		Round Hd. Wd. Screws	
		& Washers	No. 8x1"



## Form a table lamp



A LAMP with very pleasing lines can be turned on your lathe in a very short time. Make sure you don't forget the groove for the cord in the pedestal before you glue up your stock. Walnut or mahogany will make a very nice looking lamp. Give it a french polish while still in the lathe. (Refer to Page 48 your "Finishing Manual" for complete details on this type of finish.)

## make her a Sleeve Ironing Board

THIS is a tip proof sleeve ironing board that she will be happy to own. The wide base makes tipping impossible. The stock should be  $\frac{1}{4}$  inch pine or basswood. Assemble with screws rounding off all sharp edges. Oil and varnish for neat appearance.



Note the tapered end for easy sliding of sleeves onto the board.





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Lacquered  
Brass  
Finish



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wiring devices... made to  
the most exacting specifica-  
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Dresden style porcelain chandelier by  
Bibi & Company, manufacturers and  
importers, at 253-5th Ave., New York.  
Made of fine white porcelain with  
hand decorated trimmings and natural  
colored applique floral motifs. List  
price \$120.00.

### Reorganizes Sales Force

Raytonic, Inc., lamp manufacturer of  
New York, has announced a large-scale  
reorganization of its sales staff. Arthur L.  
Dedi has been appointed general sales  
manager, and will also handle accounts in  
Georgia, Alabama, Florida, Cuba, Mexico,  
and the Bahamas. Other members of the  
sales organization are: Ray Terral: Mon-  
tana, Idaho, Wyoming and Utah; Ray  
Lindquist: North and South Dakota and  
Minnesota; George Poore: Colorado, Ne-  
braska, Iowa; Bob Poore: Kansas, Mis-  
souri, and western Tennessee; Jack How-  
ell: New Mexico, Texas, Oklahoma, Ar-  
kansas, Louisiana, Mississippi; Julian Jo-  
sephson, Virginia, North and South Caro-  
lina, southern Tennessee; Carl Miller:  
Ohio; John A. McCoy: Illinois, Indiana,  
Michigan, Wisconsin; Harman Chackman:  
Pennsylvania, Maryland, Delaware; Leon-  
ard Levine, upper New York State.



"Night and Desk" table lamp 12"  
high with adjustable swivel by "Altur"  
Lamp Mfg. Co., 227 Mercer St., New  
York 12. Has securely attached fibre-  
glass shade, adjustable all directions.  
Wooden base in finish of mah-  
ogany, blond mahogany, black lac-  
quer, oak and African oak.



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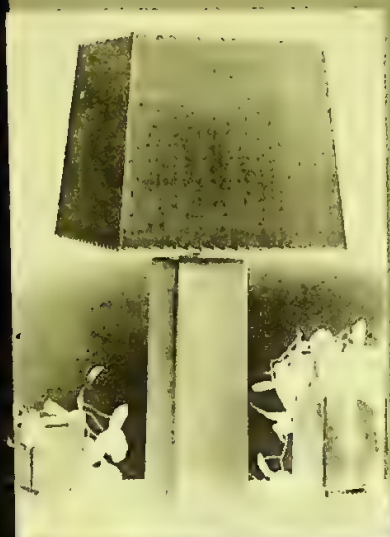
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DESIGN DIV.

RETURN TO  
DESIGN DIV.



# Heat Sealed Lamp Shades



Photos courtesy Bradley Mfg. Co.

Lamp shades made of glass fibers and vinyl resin have heat sealed seams, are stronger than cemented shades



**E**LECTRONIC fabrication of lamp shades is made possible through the use of sheet materials combining glass fibers and vinyl resin, producing a thermoplastic, heat sealable product. The material also presents a wide range of decorative opportunities, because it can be made with various fiber arrangements and in numerous colors. In addition, the material can be decorated by silk screen or other process to produce endless designs.

Shades which are seamed on high frequency sealing equipment similar to that used in fabricating beach balls, raincoats, inflatable toys, and other sheet vinyl products have several advantages. The seams, which need be no more than  $\frac{1}{16}$  in. wide, are uniform, inconspicuous, and represent a considerable saving in material when volume output is

involved. The fact that seams are made in only a few seconds increases output per operator and lowers manufacturing costs. Finally, the finished product is not only pleasing in appearance, but actually stronger than shades having cemented seams, since the material is literally welded to itself by the dielectric heating equipment.

Bradley Mfg. Co., Chicago, Ill., and Paterson Shade Co., Paterson, N.J., are among the firms now using this production technique. A brief review of their manufacturing operations illustrates the adaptability of electronic equipment to the lamp shade field and suggests future uses.

Glass fiber shades produced by Bradley are made of Polyplastex, a combination of fiber glass and modified vinyl resin manufactured by Polyplastex United, Inc., Bronx,

N.Y. The Bradley shades are made in several styles, colors, and designs.

The material used by Bradley ranges in thickness from 18 to 20 mils. It comes to the plant with the shade sections custom die cut, ready to be made into shades of any desired type—drum, octagonal, square, "coolie," cone, etc. If a decorative pattern is to be applied, this is done by silk screen process, using special inks blended in the plant to meet the manufacturer's specifications. After application of the design, the sheets are placed on conveyor belts which carry them through the drying operation, with heat supplied by banks of infra-red lamps and followed by air blast cooling. Drying time ranges from  $2\frac{1}{2}$  to  $3\frac{1}{2}$  min., depending upon the relative amount of ink required by the pattern.

The next operation at the Brad-





"The Potters"

## FIGURINES

## Lamps & Shades

Imported bisque and porcelain figurines. A complete line for vanity and night table and even 36" overall lamps for the living room.

### ALSO

Our regular large selection in a wide price range, imported figurines mounted on hand made bases or promotional cast line bases.

### SHADES

We manufacture our own shades, finest fabrics, delicate trims, soft colors to match our lamps. Available as complete units or sold separately.

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PRODUCTS COMPANY

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Lexington 2-1196-1197



"Amour of Psyche"

## Crystal Mart Features Boudoir Set

Crystal Mart Inc., of New York, importers and manufacturers, has announced that it will display its complete line of lamps in Bristol, overlay, and crystal, as well as hurricanes, chandeliers, girandolaes, lustres, imported crystals, jets and prisms at all three lamp markets this year. At Chicago the display will be in the rooms of Fred Chambers Co. in New York in room 816 at the Hotel New Yorker; and in Los Angeles at the Furniture Mart.

The announcement, from Crystal Mart's permanent showroom at 31 E. 22 St., New York, further stated that the firm is especially pleased with the pre-show success of its new combination china boudoir set. This consists of a lamp and shade and a matching center clock with a Sessions Electric Arm movement, the ensemble is decorated in rose-and-green with Dresden flowers. List price for this three piece unit is \$60.00.

## Lamp Conversion Kit

Ordinary lamps can be converted to 3-way lamps in a matter of minutes, with Improv-a-Lite conversion kit. The kit consists of a factory wired 3-way socket, new wide harp, 8-foot extension cord, and a clamp-on plug. Conversion is accomplished by removing the old wire, screwing on the Improv-a-Lite fixture, and clamping on the plug.

Produced by Monowatt, Inc., 60 Bissell St., Providence 7, R. I., the Improv-a-Lite kit was designed primarily for use with the new G. E. white indirect 3-Lite bulb.

## Leonardo Expands

Leonardo Lamp Mfg. Co., 327 36th St., Brooklyn, N. Y., has taken another floor in their building doubling their present manufacturing space. The concern has gone into the manufacturing of Modern Ceramic Table Lamps in addition to their Modern Wood and Composition Table Lamps which is said to have been more successful than was anticipated.



All crystal lamp hand cut, measures 36" in height overall. List price of \$100.00 includes the exquisite shade as illustrated. From Bibi & Co., 253 Fifth Avenue, New York 16, N.Y.

# PASKOW ORIGINALS!



## COBBLER BENCH LAMP

No. J-194 Cobbler Bench Lamp... Authentic scale reproduction of a museum piece. Beautifully styled in magnolia wood, hand made and hand rubbed. Drawer for cigarettes or cards. 12" hand made linen shade in charcoal, Chinese red or green. Semi-porcelain ceramic dish for planing. Height 26 1/2".

APPROX. RETAIL \$29.50  
INDIVIDUALLY PACKAGED

NEW YORK LAMP SHOW  
Hotel New Yorker  
July 1-5 Room 978

SOUTHEASTERN CHINA GLASS &  
GIFT SHOW  
Municipal Aud. Atlanta, Ga.  
July 22-25 Booth 153



## COFFEE MILL LAMP

No. J-194 The outstanding lamp mounted on authentic reproduction of antique coffee mill. Features a leakproof container in drawer. White or Black Background with matching 13" shade of Glo Shown material; translucent flowers. Ht. 15 1/2".

APPROXIMATE RETAIL \$16.95  
INDIVIDUALLY PACKAGED



MATTHEW PASKOW CO.  
682-684 JAMAICA AVE., BROOKLYN 4, N. Y.



# Modern Lighting by SPEAR

**created to meet  
today's style trend**

Modern Table Lamps with uniform excellence in materials, functional designs and skillful craftsmanship have always been synonymous with SPEAR QUALITY. But the "added touch" that makes Spear A LEADER, results from the continuous effort to make good Lighting Fixtures and Lamps EVEN BETTER.



SEE THE LAMPS ABOVE AND  
MANY MORE ON EXHIBIT AT  
**CHICAGO LAMP SHOW**  
JUNE 18th. to 28th  
**FRED E. CHAMBERS**  
**SPACE 1235**  
MERCHANDISE MART

**SPEAR** LIGHTING FIXTURE MFG. CO.  
61 CLYMER STREET • BROOKLYN 11, N. Y.

*Lighting and Lamps - June 1951*



This ingenious lamp was awarded first prize in table lamps in the competition sponsored by the Museum of Modern Art and the Heiletz Co., New York. Ten of the 15 winning designs are manufactured by Heiletz. Joseph Burnett designed the lamp. It stands 15 inches high. The light source is 8½ inches high. The reflector is a funnel-shaped shade of perforated paper, silver foil on the bottom, black on the top. When bulb is directly under it, light is even and diffused; when moved to one side, the light is concentrated and reflected in one direction and is suitable for reading. Retail for about \$37.50.

## Museum Honors Lamps



Second prize in table lamps was awarded to Anthony Ingolia for this lamp which can be adjusted to different heights as a table lamp, but also can be hung from a shelf or pinned on the wall either for indirect or direct lighting. Has bannet-shaped shade of grey baked enameled metal. It retails for about \$23.50.

James H. Crate won third prize. The hyperbolic funnel contains the light source. Three straight stainless steel rods, tipped with cork balls at both ends, run through the funnel to provide legs at the base and a support for the reflector or shade on top. By moving the rods, the degree of light reflected from this flat metal disk can be controlled.





# Table Lamps Bolender and Company

1551 MERCHANDISE MART

CHICAGO 54, ILLINOIS

A-2

Tall Salt Box  
5.00 Ea.  
Blue, Rust,  
Green



Small Salt Box  
3.00 Ea.  
Blue,  
Rust,  
Green



No. 765  
Country Squire  
Lamp  
11.00 Ea



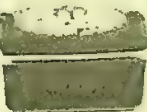
Country  
Squire  
12" Platter  
2.25 Ea.



No. 1405  
Salt Box Lamp  
Green  
or  
Brown  
13.75 Ea.



Square Flower  
Pot—2.50 Ea.  
Blue &  
Camellia



Square Cigarette  
Box—3.00 Ea. To Match Ashtray

Chanticleer  
Ashtray  
2.25 Ea.



No. 1001  
Chanticleer Lamp  
5.50 Ea.



## TERMS:

2%—10 DAYS—NET 30

Manufactured by

NELSON LEO COMPANY, INC.

F.O.B.

TRENTON, NEW JERSEY

# Dunbar Versatility Can Work for You



No. 184 OPALITE/CD-3280 (Column)

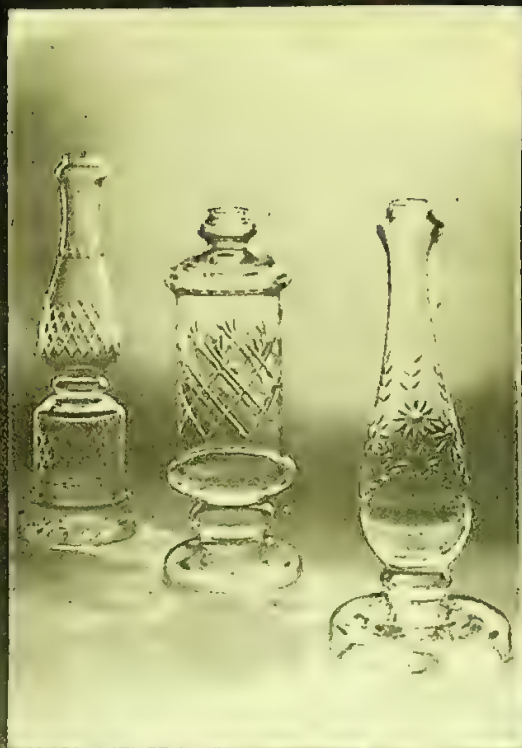
No. 183 OPALITE/CD-3280 (Base)

A satin-bisque finish with gold lines. Height 17" (2 pieces).

For new inspirations, call on your nearest Dunbar office and see the wide variety of lamp parts which can help you. Please write for catalogue L-950 if you do not have one.

To obtain individual and unusual effects on lamp components, Dunbar's *complete* facilities offer you:

- (1) Quality CRYSTAL Glass
- (2) Quality OPALITE Glass
- (3) Many Stock Blanks
- (4) Or Your Own Shapes
- (5) Fine Hand Painting
- (6) New Surface Textures
- (7) Unique Acid Treatments
- (8) Third-Dimensional Ceramics
- (9) Rock Crystal Cutting
- (10) Overlay Enamels
- (11) Decals
- (12) Quality Control At One Source



No. 238/C-7093

12" High

No. 240/C-7090

10" High

No. 239/C-7092

12" High

Rock Crystal Cutting



## Dunbar Glass Corporation

DUNBAR • WEST VIRGINIA

NEW YORK: 1107 BROADWAY 10, NEW YORK, PHONE WATKINS 9-1616

CHICAGO: 1856 MERCHANDISE MART, CHICAGO 54, ILLINOIS, PHONE SUPERIOR 7-7506



A-Z

The Delta-gram, Mar.-Apr. 1951

# FLYING CHIPS

## READER COMMENTS

### Tarnish Proof Drawers for Silverware

Potsdam, New York—Can you advise me where to get information to make a drawer tarnish proof for silverware? I have just completed making a buffet from  $\frac{3}{4}$  inch plywood of fir and fir solid stock.

I have looked through your publications of the Delta-gram for the last four or five years, but was unable to find any information on this subject.

Any information that you may give will be appreciated.  
R. S.

Pieces of Camphor Gum placed in the corners of the drawer will prevent silverware from tarnishing. This gum comes in block form very much like paraffin used for canning. You can get this at any local drug store. Any other suggestions our readers might have on this subject will be passed along to R. S.  
The Editors



This unique lamp (photo No. 1) was made by Lenard Reckling of Grand Island, Nebraska. Material used was maple. The colored inserts on the base spindle are pieces of blue and red plastic. The base is hollow and is lit up with a seven watt bulb. Colored accents on the shade are red and blue made of adhesive paper.

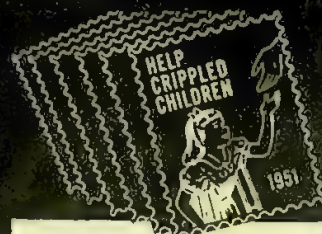


The shadow box shell in (photo No. 3) was made from plans which appeared in issue No. 1 volume 16 of the Delta-gram. Mr. H. Menegus said the plans were very easy to follow and the finished job came out perfect.

the stop-block can be positioned and clamped tight. Then, when the board which is cut in squares, whose dimensions are slightly larger than the diameter of the required circle and which has been punched or shallow drilled in the exact center is set on the feed-block with the brad in the spotted center, turning the board into the band saw will automatically cut the circle.

If this is of any help to A.E. I will be very pleased, and then perhaps, one of your readers of the Delta-gram can suggest how I can devise a jig for cutting a number of irregular forms. Identical on the band saw. There must be some method of doing this very simply, and I will be very grateful if someone will pass that information on to me.  
M. C.

The Editors want to thank you for your letter explaining a process for cutting circles for our Delta-gram "A.E." We see by your letter that you yourself are asking for help, and we want to refer you to our book No. 4332 "Getting the Most Out of Your Band Saw & Scroll Saw," on pages 24 and 25 of which you will find a number of jig suggestions, which we would like to call to your attention.

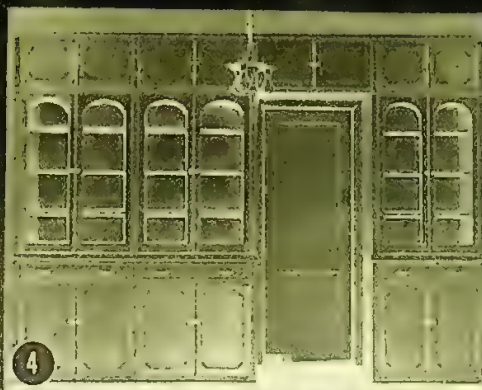


EVERY SEAL  
YOU USE HELPS  
CRIPPLED CHILDREN

### Answer and Question

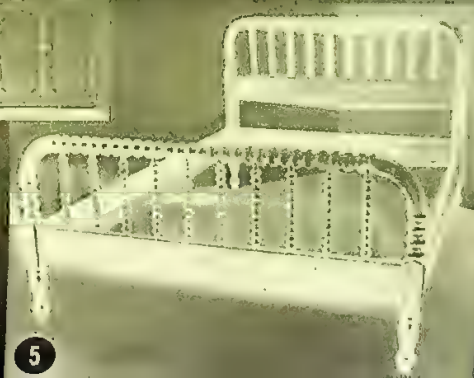
Chicago, Illinois—I don't know how perfect the circles must be that A.E. inquired about in the July-August issue of The Delta-gram, but I find that I manage to do pretty well with a jig I made for the band saw, which is probably nothing particularly unusual in professional woodworking.

The jig consists of a stop-block L shaped, which is clamped to the band saw table. The second section is a feed block with a brad projecting point up near the end of one of the corners. When the feed-block is set so that the radius of the circle is the distance between the teeth of the band saw blade and the brad



Photos No. 4 and No. 5 show two projects recently made in the shop of Clarence Decker of Sioux Falls, South Dakota. These are the type of projects Mr. Decker makes special to customer specifications in his community.

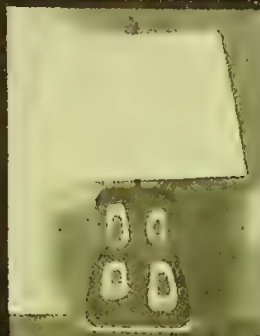
Mr. Lawrence H. Rubin of Chicago, Illinois sent us the picture of the piano ashtray and cigarette holder (photo No. 2). The entire project was made of birch plywood finished with a crystallizing lacquer.



### A New Feature "WHAT'S NEW IN CRAFT BOOKS"

Beginning with the May/June issue of the Delta-gram we are going to give brief reviews of Shop books, which we believe will be of interest to our readers. This added feature should aid in building up your own reference library.





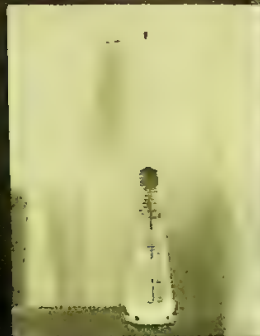
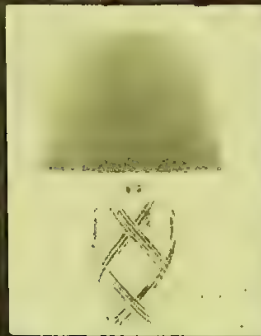
Pottery lamp by Royal Hueger with fabric over parchment shade. Overall height is 25 inches. Woodland brown base with yellow shade; chartreuse and green base with green shade. Approx. \$21.00.

No. 4037 from Bradley Mfg. Co. 25½ inches high. 3 lite socket, howlite harp. In jade with natural shade, pistachio with chartreuse, cocoa with amber. Genuine Fibreglas shade, hand laced. Retail \$12.95.



Pewter floor lamp and matching table lamp. Simply designed, for traditional decoration, Plexstone shades in several colors. Floor lamp #11 H 140 approx. \$30.00. Table lamp #17193 retails about \$14.95. Stadler-Neuwirth.

Composition lamp by Daison with parchment paper shade. Base is antiqued in cinnamon color, with overlapping strap design in white. Hand textured shade has "vertical lines" effect. Unit is 27" overall. Approx. \$17.50.



Vitrified China base lamp. Mounted on an ebony finial. Gunmetal and lipstick, and chartreuse. #40101 retails for \$12.95. Modern wrought iron table lamp with the following finishes: tan and shade or chartreuse and shade. Shade 16" par-



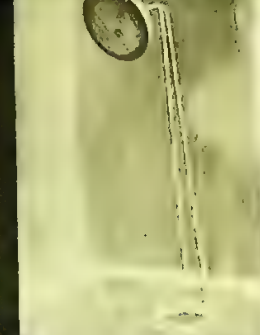
Red tole lamp by Tower Craftsmen has three-way socket with glass reflector. The shade is 13 inches wide, red paper tole with applied wreath design. Height overall is 21½ inches. About \$28.50.

General as well as specific lighting is obtained with this new Kurt Versen lamp. Made of metal with the new bluebell shaped reflector adaptable for use with any type household bulb from 25-150 watts. Approx. \$30.00.



Graceful column base of hand carved glass, gold fired. Set on a simple modern mounting lending itself to traditional or a formal modern room. 36" high with an 18" shantung shade. Approx. \$42.50. Luminiere.

Modern floor lamp. Metal base with fibreglas shade. Fiberglass reflector gives an even glow to the light. Adjustable shade with modern plaid pattern number 5707 retails for approximately \$49.00. Guggenheim.



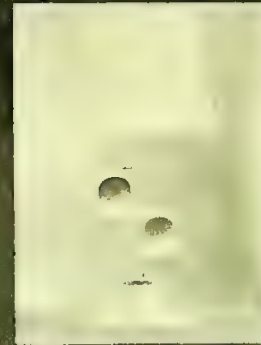
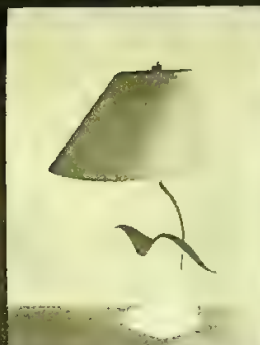
Hollow wrought iron swivel with a punched reflector sign. Base in black, gray, black, gray, white. Approx. \$28.50.

Simple, graceful hexagonal additional and contemporary in several colors on a base with contrasting trim. Approx. \$28.50.



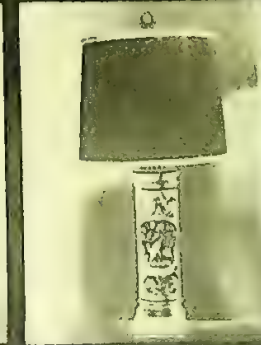
Composition horses head with flying mane. Mounted on a base covered in unborn calf. Available in black or brown with white. Triangular shaped shade of fibreglas to blend with color of skins. Van Cleff. Approx. \$55.00.

Modern design of wood and composition. Black mounting with a bleached wing design. Pull chain to turn off or on. New scoop type shade of parchment and fabric. Style #764, retails for approximately \$75.00. Heifetz.



From the desert wood series of Mutual Sunset Lamp Co. this table lamp is an adaptation of an old cattle brand. Made of driftwood and iron it is adaptable to Modern or Early American. Retails at approximately \$79.

Roman column of Italian Sgraffito resting on a bronze mounting. Feathery scrolls in antique gold on a jeweltone base. Boucle shade of gold fringe over a solid body. Stands 34" tall. Approx. \$85.00. Taube.



"Oro Nero" black china gr. Two tier mounting. Simple Decorative traditional. Retails for \$47.83. Ardalet Imports.

Simple gold base with a formal treatment of eith shade is a rough textured tall, approx. \$105.50. Abel.



# Table Lamps Box A2

TITLE Home Furnishings			
VOL.	NO.	DATE	PAGE
		March 1951	39

## IN THE LAMP INDUSTRY



Simple traditional base copied from an old pewter candlestick. Constructed of a porcelain with wood trim. Hand-painted decoration is the only color note. On decorated parchment shade. Approx. \$20.00. Little Jones Co.



Modern china indirect lighting table lamp in black with hand painted and embossed green and gold leaves on a metal base. Shade is a deep 17" spun glass drum decorated and hand lured. #5310/17" Ht. 32". Dumball. Approx. \$25.



An obelisk of distressed pine with a gold leaf sphere mounted on black and gold. All wood designed to blend with modern and traditional. A drum shade of black mottled parchment. Rose & Orr. #9347 approximately \$35.



African snipe bird of china set on a grilled metal mounting. A copy of an original Audubon. Lovely natural colors. 29 1/2 inches high with a 13" octagon natural bamboo cloth shade with a two tone trim. Cordery China. Approx. \$55.



"Rose Bowl", a new import from the Groot Company. Base is of imported Czechoslovakian hand-cut crystal. Shade is hand made silk tuffeta. Two-tone ruching, forest green and white. Silver plate mounting. \$185.00.



Handmade wood lamp from a series of Mara originals from Lightolier. Colors ranging from beige to deep brown are stained on blocks of wood. Gold weave shade. Turn-on button located at the base. Approx. \$150.

important trend

Lamp Buyers do

they buy lamp

they buy Aladdin

nationally famous

profitable...



Aladdin

Industries

S NEW



iffel-Bradley.  
combinations.  
deep green  
5.

available in  
cotta base  
green base  
95. Verples.



Metal shade  
Seibel de-  
red, yellow,  
Morganthau.

le for tra-  
inese motifs  
silk shade,  
mp.



oral decora-  
rasting trim.  
tely \$87.50.

Suitable for  
ditional. The  
reads. 40 1/2"

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Ma





## "INCENSE MAKER" SHADOW BOXES

The new, sensational metal shadow boxes.

The frames are of metal and will not chip or crack. Each frame is equipped with a self centering built-in hook for easy hanging.

Light weight—15 oz. per piece.

Several subjects available.

#R-89 Incense Maker Shadow Box—Chinese Red  
Wholesale \$3.00 per pair

#C-89 Incense Maker Shadow Box—Chartreuse  
Wholesale \$3.00 per pair

Order today and ask for free copy  
of our New Fall Gift Catalog.

**Suttle &  
Rittgers**  
INCORPORATED

1211 North Lincoln Ave., Chicago 10, Ill.

# Going on in the Trade

• Doulton & Co., Inc., importers of Royal Doulton products and English bone china and earthenware have moved from 212 Fifth Ave., New York, to 11 East 26th St., New York.

• Dealers considering the installation of a monogramming service in their shop can get a lot of valuable advice and help from Wil-Nor Products, 3002 North 5th St., Philadelphia, Pa., manufacturers of monogramming machine attachments and gift items designed to take monogramming.

The company's special attachments make possible the monogramming of many articles carried by gift shops, which would ordinarily not be able to be monogrammed with the machine's own attachments. The attachments can be used with all of the well known stamping machines. As part of its service, the firm demonstrates the use of these nationally known machines, although it does not sell them to the stores.

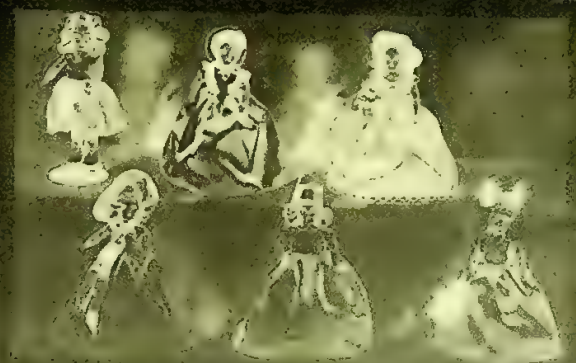
Among the various gift items which the firm sells to be monogrammed by gift shops are plastic boxes holding metallic matches. Some of the boxes have metallic inserts for the monogram.

Dealers desiring more information about the company's attachments and monogram merchandise should write the company for its descriptive leaflets.

• Gilley, Inc., manufacturer of the Chilit-pickler and chrome crystal giftware, has moved to larger quarters at 115 Spring St., New York.

Now — Offer the Magic Appeal of

"House of Dolls" Exclusives



Six of the most adorable, talking, set dolls you ever put on display. Heads tilt, arms move, and the sparkling eyes open and close. Dresses are fashioned from best quality materials, neatly tailored and removable. All plastic. 7 1/2" tall. Gift assortment includes 2 of each doll shown. Order today!

LINDA—Red glow tulle skirt with crinoline under-skirt, white blouse, red and white hair. Real roller skates. Blonde.

CHRISTINE—Green silk dress, red velvet hood with white fur trim. Brunette.

GLORIA—Auburn wig. Blue satin dress with lace trim and handkerchief.

DIANA—Chartreuse dress and hat with bright green trim and bow on dress. Blonde.

PHYLLIS—Orange billowing skirt with chartreuse blouse. Orange hat with brown feather. Blonde.

CYNTHIA—Orchid dress, lavender feather hat and feather fan. White wig.

Each doll packed in attractive display type box.

Exclusive Designs Created and Manufactured by

**\$18.00**

Dox.



House of Dolls

SANTA CLAUS, INC.

THE GIFT AND ART BUYER for October, 1950

## Tower Lamps

TOWER CRAFTSMEN INCORPORATED

222 Broadway, New York 105 Chestnut Street, Red Bank, N. J.

Chicago: 1290 Merchandise Mart

San Francisco: Western Merchandise Mart

100 Market Street, San Francisco





H4001

Fine Lamps for Fine Homes

*The Crest Company*

1219 Merchandise Mart—1020 W. Adams St., Chicago, Ill.  
CATALOGUE AVAILABLE UPON REQUEST

now  
you  
can

**Sell more mirrors**



WITH  
Donnelly-Kelley

*Display  
RACKS*



—LANCE MANT—CHICAGO

• now **ANY SIZE** store  
can departmentalize mirrors

Displays 8 to 24 mirrors in 12 square feet of floor space.  
Mirrors are hung securely in a few seconds with patented hooks  
furnished. Sturdy construction with solid oak frame in blond  
and tempered Masonite panels in attractive green.

WRITE FOR COMPLETE INFORMATION

*Donnelly-Kelley Glass Company, Holland, Michigan*

## Shoppers can light up new lamp shop

**M**OST fascinating feature in Baron's handsome new Beverly Hills shop is the Push Button System (Patent applied for) at the entrance. The interior is unlighted at night, and window shoppers can push buttons to illuminate one or all four interior sections. Lights remain on one minute, then go off automatically. It has been a sensation!

The shop itself, on two 50 x 150' floors, makes a most glamorous setting. Baron's has operated a lamp shop for many years, has now added tables because so many customers want to buy tables first, then "try on" different lamp styles.

Planned for flexibility in display, there are six large movable fixtures plus the permanent wall installations. The latter are pierced with numerous slots, through which lamps are plugged into hidden sockets, so no wiring need show. The slots also accommodate individual hang-up, burlap covered brackets spaced as desired to hold different sized lamps (see photo).

Assortments are tremendous in modern, Early American, provincial and traditional styles of lamps (\$3.50 to \$850.00), shades (\$2.50 to \$75.00), and tables (\$29.50 to \$350.00). And service is just as broad! Baron's is known as the shop that "does anything to or for a lamp." They will go out to the customer's home, advise on lamp and table arrangement for lighting efficiency or decorative effect. They refinish, remodel, interchange separate lamps and separate shades, use customer's own fabrics for shades, . . . provide the special kind of service that draws customers to a highly specialized shop.





**I**n recent years the design of lamps has improved enormously. Not only can you have them in any style you fancy, traditional or modern, but you will also find them doing a better lighting job than they used to. Some have built-in reflectors so they throw light onto the ceiling. Opaque shades direct light both up and down. Translucent shades diffuse light over a wide area; they will illuminate a corner or entire end of a room. Three-way switches make it possible for you to step up the light that a single lamp gives you, from medium, for general use, to intense for special purposes such as reading and sewing. Because sharp contrast tires your eyes, lamps are most effective and restful when they are used in conjunction with general lighting (shown on pages 156 to 159). We have learned that a single bright light in a dark room puts an undue strain on your eyes and so it is desirable to augment your concentrated lamp-light with diffused, over-all lighting. The lamps on these two pages are all distinguished by the excellence of their design. In addition they offer various types of light, direct and indirect, for your rooms. Remember that modern lighting can be built into the most traditional lamp just as easily as into a contemporary one. When you shop, look for good lighting combined with good design.

All prices approximate

More lamps, page 202



**DOUBLE-ARM** desk lamp with movable reflectors on a stationary base is made in five H&G colors. By Kurt Versen, \$24 at L. S. Ayres, Indianapolis.

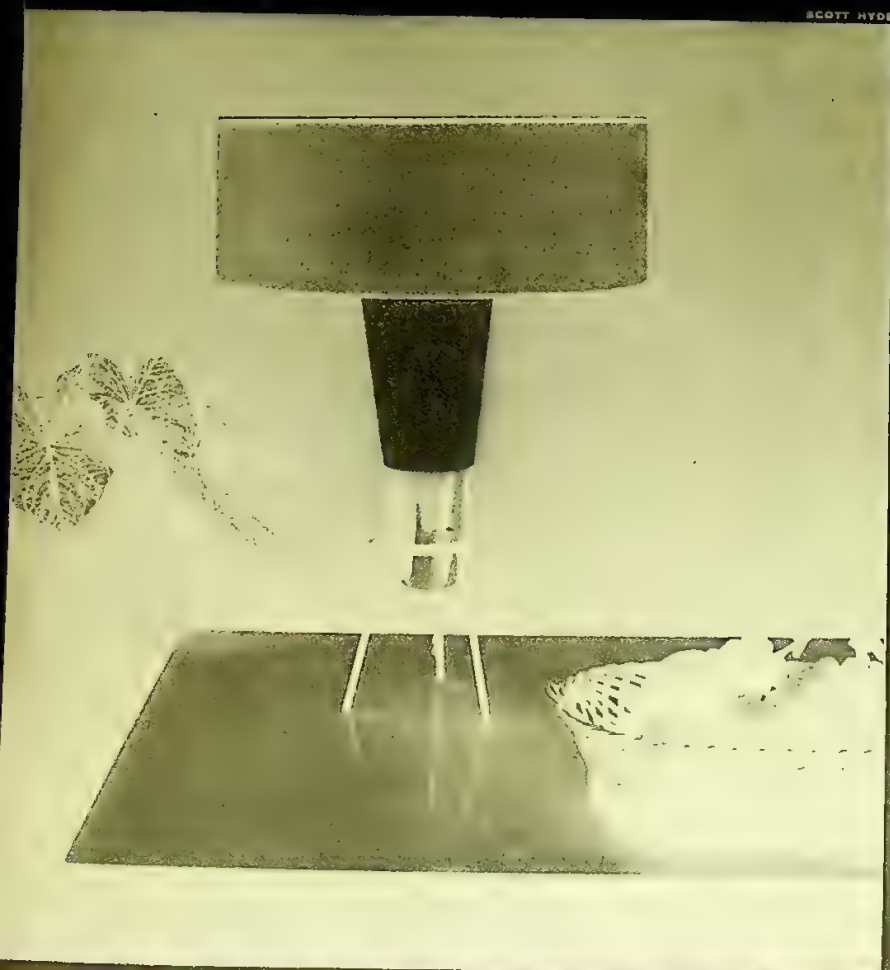


**SHADE** in Hot Chocolate brown is mounted on double wedding ring of polished brass, 24 1/4" over-all. Mutual Sunset, \$30 at Carson Pirie Scott, Chicago.



**PLASTIC WEAVE SHADE** emits soft light from a lamp designed by S. R. James, with cylinder base of white enamel. It costs \$22.95 at Carson Pirie Scott, Chicago.

SCOTT HYDE



**TRIPOD LAMP** diffuses light both from the base and through the shade. Supports are of wrought iron; the central cone is made of spun aluminum and plastic. Height: 21 1/4". Designed by Paul McCobb for Raymor, it costs \$17.50 complete at Modernica, New York.



*'suasive Modern*  
... beckons you!



Under \$25.00

LAMPS and SHADES

*by* Verplex

A surprising selection of occasional lamps affords  
a rare opportunity to browse where the persuasive  
modern influence permeates all things beautiful.

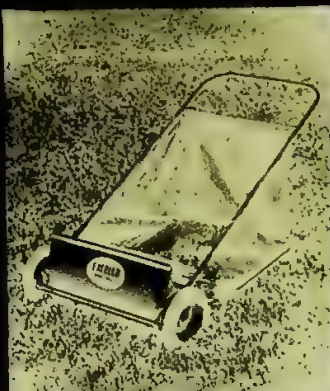
AT LEADING DEPARTMENT STORES AND WHEREVER BETTER LAMPS AND SHADES ARE SOLD



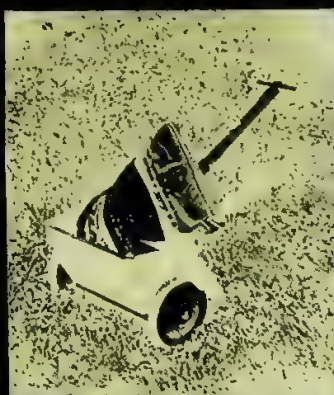
THE Verplex COMPANY

at Essex VERPLEX ENTERPRISES, Inc. Connecticut

WORK-SAVERS  
FOR GARDENERS



Here's the way to take leaves, lawn  
brush, and so on with leaves all grow  
at any angle, and a teeny  
cost. Herold & Co., Springfield, Ill.



To get rid of crabgrass, dump "Scoti"  
into a "Scott" plant-food spreader  
and treat your lawn. Both by O. M.  
Scott & Sons, Marysville, Ohio.

PHOTOGRAPHS BY GOTSCHOW-SCHLESINGER



Why struggle with heavy bales of  
peat? Now 1-bushel carton (in "Gar-  
denier" cart—Inland Steel Co., Minne-  
apolis) and plastic-bag pack by  
Premier Peat Moss Corp., New York.  
(Continued on page 231)

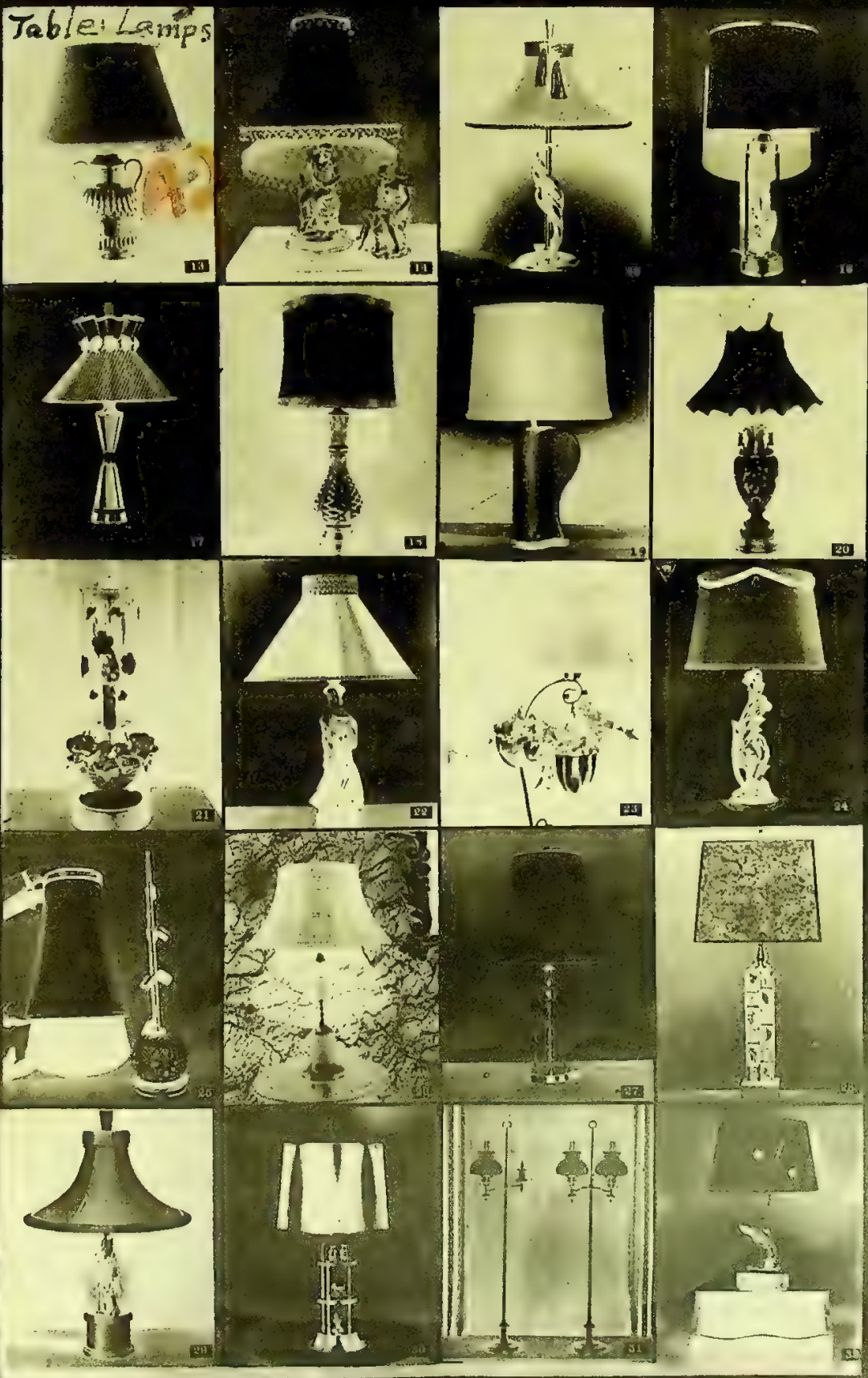
*Cannon*  
Shopping Guide

You'll find Cannon's "Grand Manner"  
towels—shown opposite—featured at  
better stores, including:

- ALBUQUERQUE  
Kistler, Collister & Co.
- ATLANTA—Rich's, Inc.
- BALTIMORE—Hutzler Bros.
- BOSTON—Wm. Filene's Sons Co.  
T. D. Whitney Co.
- CHICAGO—Carson, Pirie, Scott & Co.
- CINCINNATI—H. & S. Pogue Co.
- CLEVELAND—The May Co.
- DALLAS—A. Harris & Co.
- DETROIT—J. L. Hudson Co.
- HOUSTON—Foley Bros.
- KANSAS CITY  
Emery, Bird, Thayer Co.
- LOS ANGELES—Bullock's  
J. W. Robinson Co.
- NEW ORLEANS—D. H. Holmes Co.
- NEW YORK METROPOLITAN AREA  
Lord & Taylor  
McCutcheon's  
Meyer Bros., Paterson
- PHILADELPHIA  
Strawbridge & Clothier  
John Wanamaker
- PITTSBURGH—Kaufmann's
- RICHMOND—Thalhimer Bros.
- SALT LAKE CITY—Z. C. M. I.
- SAN ANTONIO  
Joske's of San Antonio
- SAN DIEGO—Marston Co.
- SAN FRANCISCO—The White House  
The Emporium  
City of Paris
- SEATTLE—Frederick & Nelson
- ST. LOUIS—Famous-Barr Co.
- ST. PAUL—The Emporium
- TOLEDO—Lamson's  
LaSalle & Koch
- WASHINGTON, D. C.  
Woodward & Lothrop  
Julius Garfinckel & Co.



Table Lamps



(13) Goldy Studio, New York; (14) Chelsea Lamp & Shade Co., New York; (15) Betty Lee Copper House, Inc., Los Angeles; (16) Stodder-Hewitt, Inc., New York; (17) Aladdin Industries, Inc., Nashville, Tenn.; (18) Lull, Co., Inc., New York; (19) Sculptured Lamps of California, Santa Monica, Calif.; (20) S. Saxe Co., Philadelphia; (21) Robert Abbey, Inc., New York; (22) The Mario Co., Cleveland; (23) LaSalle Lighting Products, Inc., Buffalo, N. Y.; (24) California Art Co., Los Angeles, Calif.; (25) Mario Mfg. Co., New York; (26) Advance Lamp Co., Chicago; (27) Lightoller Co., New York; (28) Plymouth Lamps, Inc., New York; (29) Lomas of Pasadena, Pasadena, Calif.; (30) Midwest Lamp Co., Milwaukee, Wisc.; (31) Calpa Products Co., Philadelphia, Pa.; (32) Savoca California, Los Angeles, Calif.



16154

7 lines lamp

Property of U. S. Patent Office  
For Experimental Use Only

L+L July 1950  
 1764  
 Table

Room No. 5889  
 Respectfully,  
 J. E. Dineen  
 5' 33" 37' 58" 44' 66" 70' 71' 74"  
 42' 12' 61' 39' 47' 85' 55' 5'

# LAMPS FOR T. V. LIGHTING

NEW AND NOVEL IDEAS IN LAMPS AND LIGHT ORNAMENTS  
 FOR THE TELEVISION MARKET

(1) Dumont Lamp Co., New York (2) Majestic Lamp Mfg. Co., New York (3) Greenly Lamp & Shade Co., Inc., New York (4) Fremar Lamp Co., New York (5) The Menger Co., Chicago (6) Phil-Mar Corp., Cleveland (7) Kolta Art Products, Inc., Brooklyn, N. Y. (8) Kelby Originals, Brooklyn, N. Y. (9) Babylon Lamp & Shade Co., Inc., Los Angeles, Calif. (10) Dunhill Mfg. & Dist. Corp., New York (11) Royal Meeger Lamp Co., Inc., Dundee, Ill. (12) Atlas Consolidated Corp., Brooklyn, N. Y. (13) Lamp Shade Mart, Minneapolis, Minn. (14) Hy-Art Lamp & Shade Mfg. Co., New York (15) Bo-Low Lamp Corp., Brooklyn, N. Y. (16) Cloray Products, Inc., New York



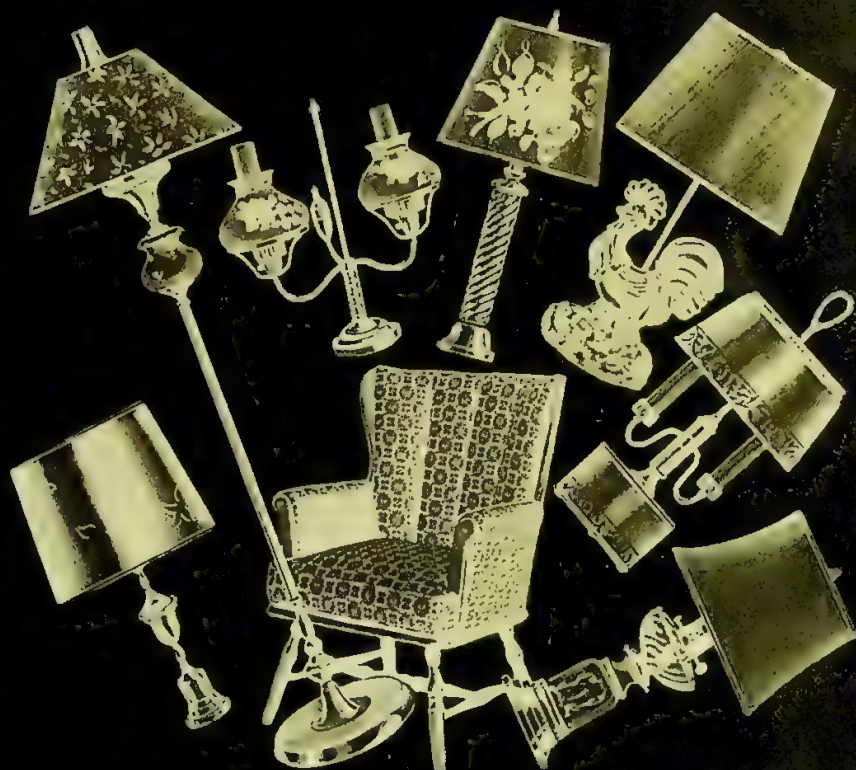


under glass; bronze, silver, polished pewter, brass in formal classic columns, candelabra, ormolu work; formal versions of tole; tooled leather; woods such as mahogany, that repeat the furniture woods of the period.

**Early American & Provincial:** Here an informal air prevails, harmonizing with the maple, pine styles of furniture, the quaint prints and homespun fabrics. You can display and sell font and hurricane lamps in clear, colored or milk glass, alone or combined with wood, china, brass; colorful (sometimes stylized or whimsical versions) birds, animals, florals, people, in pottery or composition; pewter and brass in reproductions of old utensils (tankards, fire lighters, student lamps, candlesticks); tole candelabra, canisters; maple, fruit-wood or walnut columns, candlesticks.

**For modern:** Ceramics play an important part in modern lamp design, in styles from smooth, high glazes in subtle or vivid tones, to dull finish textured effects. Colors are solid or variegated effects obtained by many new developments in glazes. They are used in many forms (abstracts, columns, animals, heads, figures, leaves, Chinese and other oriental motifs and figures). Painted composition is also used in many of the same forms. Wood in columns, twisted columns, pedestals, curved figures and abstract motifs is utilized so as to bring out the true natural beauty of wood grain and color. Birch, light maple, oak and some of the exotic woods are popular. Adjustable functional styles come in metals, polished or color-enameled, sometimes combined with wood.

When lamps are spotted among furniture displays on the floor or in windows, they should be most carefully selected for appropriateness of style. They will appeal to customers who have just bought furniture and need lamps, and also to customers who, by seeing the correct style of lamp on display, are made to realize that their old lamps at home are wrong with the style of the room. The lamp department itself can use this guide in training salespeople to suggest the correct type of lamp to the customer. Inquiries should always be made as to the type of room for which the lamp is to be bought, and the customer then shown a selection in the right style. Sales time can be saved and the customer quickly satisfied by this simple procedure.



**Early American and provincial:** Polished brass candlestick with pierced foil shade; brass with sprigged china font, china shade and glass hurricane; brass and decorated milk glass student lamp; milk glass column with floral shade; colorful comp rooster and fabric on paper shade; tole candelabra with metal shade; swirl glass font with antiqued brass key and mounting, decorated china base and stretched fabric shade. Typical of the best selling styles for Early American and provincial decorative schemes.

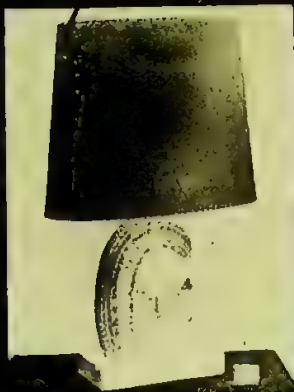
**Modern:** Adjustable desk lamp with swivel sockets, fabric-on-paper shade; abstract ceramic with colorful high glaze, laced plastic-and-Fiberglas shade; Chinese pagoda motif with harmonizing cut-out wood base; colored, raised tropical leaves on textured pottery column, grass cloth shade; ceramic and wood combination, with shade of modern print; another adjustable functional type has brass standard, color-enameled metal goose-necks and bullet shades. Typical of popular styles for the contemporary room setting.







Imported pure lead cut crystal, polished prisms, silver base, 2 light. Gray & silver on white silk shade. \$148. Paul Hanson.



"Minutiae," sgraffito on matt finish ceramic, 6 colors, #1601. Wood base. Synspun oval shade. \$69. By Potters of Wall Street.



Brilliant cardinal red birds and green foliage on black ground. 32" overall. Brass cap, mount. \$80. w. shantung. Rampton Ware.

## N. Y. LAMP SHOW HIGHLIGHTS

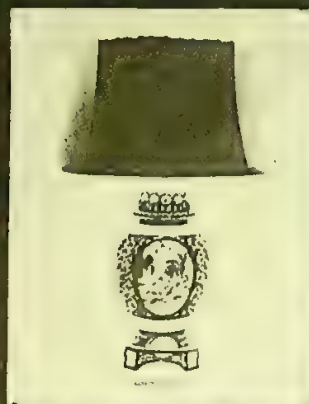
Best-sellers from the Show are arranged by popular and luxury price lines for your convenience in meeting your own buying requirements.



Gleener, 38" overall, of a pair. Bisque finish, pale green, gold, ivory. Pure silk shantung egg-shell shade. \$85 ea. Chelsea.



Capodimonte turquoise, pink, green, white, gold pierced porcelain. Silk shantung shade. 35" overall. Brass mt. Lamp by Dudley.



Ado Balzano #21/1041 white with green & gold, handpainted scene. Handmade brass mount. 16" eggshell shade. \$71. Vic T. Bruhn.



Imported French porcelain, gold on white; handmade brass mount. From a new group. Swag draped shade. \$78.50, #5004. Tauble.



Marquetry inlay in exotic woods, 12x12x5", black lacquer outside mahogany molding. Silk shantung shade. \$124. By Andrew Szecke.

Prices quoted are approximate retail. For further information write Editor, HOME FURNISHINGS MERCHANDISING





Leather with molded metal trim. Red, brown or green; hand-stippled square shade to match with gold. \$35 Carre.



Bottle green glass, with gold. Green & gold handrub wood base. 34" h., reflector, \$39.50. Lightolier.



Hand tool embossed, hand-painted in England on saddle tan leather. 26" h. 11" deep. \$39.95. Mario Mfg.



Textured ceramic and wood base, 6 color combinations; \$43.50. Shade available in other materials. Richards-Morgenthau.



Flask lamp w. reflector #811, 5 colors textured pottery, wood mtg., 33" h. paper or fiberglass shade. \$45.00. At Mary Ryan.



Soft gold finish brass, hunter green glass font, 36". Deep drum shade, brushed gold w. braid. \$46. Lufis.



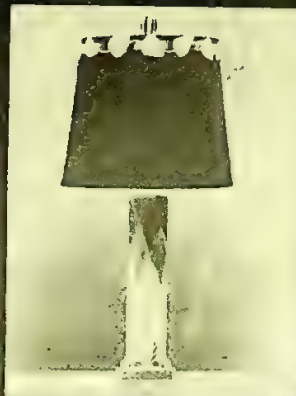
Wallpaper rollers, 2-of-a-kind, spun glass shades in color. 33" overall, \$49.95 each. Diff. colors: Dunhill.



Certified lamp from decorator group. CB8524, carved china, gold & ivory. Shantung. 31". \$55. Rosenfeld.



Green Bristol style glass with white and gold decoration. 33" tall. #330550. This or other style shades. \$55. Esterman.



Hand-painted glass column in green tones; velvet leaf applique on shade. 2037D4, \$59.50, 32" h. Weissman.



Imported inlaid wood bases, fiberglass shades. In beige tones. #10391, \$63. From Products from Sweden, Inc.



"Roman Cameo" #310; bisque fin. china, lilac & white. Medallion in relief. 33" overall. \$65. Van Cleff.

Prices quoted are approximate retail. For further information write HOME FURNISHINGS MERCHANDISING, 1170 Broadway, New York 1.





MAR 13 1950

DESIGN DIVISION

PAUL HANSON CO., INC.

HOME FURNISHINGS

1234567890

NEW YORK  
MARCH 1950

CHICAGO

P



D48-20.R

91

*Distinctive*

LOOK AND PIN-UP LAMPS



**J. Schaffer**  
ELECTRIC NOVELTIES, INC.

Office Showroom Factory: 149 Grand Street, N. Y. 13  
Southern and Midwest Territories Open For Lamp Salesmen

SAN FRANCISCO: Dominic Vincenti  
West's Mdse. Mart, SPACE 544

LOS ANGELES: E. M. Bartlett  
Mdse. Mart Bldg., ROOM 404

48  
20



A-2

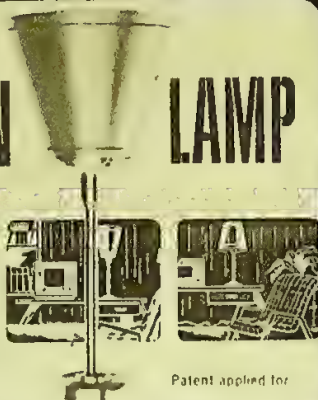
POLISHED BRASS  
ENGLISH BRONZE  
AND TOLE FINISH

Godfrey and Wing's original

**TELEVISION**

Light combination for perfect home  
entertainment. Complete. Maximum  
brightness. English bronze finish.  
Capacity 50, 100, 150.  
A natural market of  
entertainment. The writers now  
are the potential future market.

GODFREY & WING  
131 Superior Ave.  
Cleveland 14, Ohio



Patent applied for

### Rosenfeld Takes Pension Plan Post

At a meeting of the Pension, Hospitalization and Insurance Plan for the portable lamp and shade industry, Laurence Rosenfeld, of L. Rosenfeld & Co., Inc., was elected treasurer. Mr. Rosenfeld took the place of Benjamin H. Hyman, of J. B. Hirsch Co., who resigned because of his numerous activities as president of the New York Lamp & Shade Manufacturers Association, and his business. Mr. Hyman will continue to serve, however, as one of the employer's representatives on the committee.

### Kayess Products Moves

Kayess Products, manufacturers of lamps and shades, have announced the opening of their new factory and showrooms at 2417 Pitkin Avenue, Brooklyn 8, New York.

*We are pleased  
to announce  
our removal to*  
**LARGER QUARTERS**

AT  
2417 PITKIN AVENUE  
BROOKLYN, N. Y.

where we will continue to fea-  
ture our complete line of lamps  
in the Kayess manner

**OPAL COLONIAL**

Style No. 104. Solid brass and opal  
colonial 3-light table lamp. With  
hand decorated globe. Lights top  
and bottom. Ht. overall 17 1/2".

WRITE FOR FREE CATALOG

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2417 PITKIN AVENUE  
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*Morlee*

CREATORS OF CAREFULLY HAND  
SEWN ORIGINAL LAMP SHADES  
IN SELECTED MATERIALS

*New Office  
Showroom — Factory*

NOW LOCATED AT

147 West 25th Street  
New York City



# SEEN AT THE SHOWS

## MERCHANDISE MART

Chicago

## FURNITURE MART

Chicago

## PALMER HOUSE

Chicago

## HOTEL NEW YORKER

New York

1—Royal Hanger Co., Dundee, Ill., pinch bottle table lamp with shade of polyread, in bottle green, 23" high, it sells for \$13 retail.

2—Bradley Mfg. Co., Chicago, large notched columns in chaise, wine, green and black, 33 inches high. Rectangular shades in fabric. Retail at \$14.95.

3—Mutual Sunset Lamp Mfg. Co., New York, native hand ceramic lamp with hemp shade of calcutta cloth, 32" high. Retail at \$35.

4—Novis and Smith Co., Chicago, decorated china table lamps, 32" high in gray and chaise, with satin shades in matching colors. \$14.95 retail.

5—Aston Studios, Inc., Philadelphia, china column on spun brass mounting, with camellia decoration. Overall height, 28". Fabric shade, 16".

6—Chas. Sadak and Son, New York, imported gaily colored figurine in niche of off-white china base, provides color. Tri-colored carding highlights ivory taffeta shade of this bedroom lamp.

7—Benrose Lamp Co., Inc., New York, imported Italian perforated Capo di Monte on filigree mounting, 38" high. Swirl shade with applied flower.

8—Cordey China Co., Philadelphia, A. Madam Clotilde and Natalie French umbrella creation, 23" high. Retail at \$10.

9—Olden Mfg. Co., Trenton, N.J., hand painted leaf design on white china base, highlighted with coin gold trim, 27" high. With drum shade, trimmed to match, approx. \$10. retail.

10—Robert Abbey and Co., Inc., New York, imported figurine lamps, French Colonial in style. Ceramite shade with ruching trim. Retail at \$35. a pair.

11—Radiant Lighting Fixture Co., Inc., New York, lamp in oxidized silver, French gold or antique brass. Antiqued metallic parchment shade on 8" reflector.

12—Luis Company, New York, glass fount lamp on gold plated base with key fitting, 30" skirt shade of crushed velvet. Retail at \$135.00.

13—L. Rosenfeld Company, New York, Certified lamp with ivy leaf decoration and shantung shade. Retail at \$24.95.

14—Melrose Lamp & Shade Co., New York, marbleized china lamp with Colonial Watteau design in 3 colors, 22" gold trim, 17" plastic shade with seven box ruching. Retail approx. \$6.95.

15—Claray Products, Inc., New York, cactus wood base on lacquered black mounting, 31" in high with free form shade, 21 inches.

16—LightMakers, Inc., New York, modern hourglass of polished brass tubing and bleached wood base and top piece. Natural color parchment shade topped with Chinese red, 78" high. Retail approx. \$17.50.

17—Richards-Morgenstern, New York, lamp with wood base on tubular feet designed by Paul McCobb. \$19.50 complete retail. Shade in fabric or Polyplastic in natural or black oak or walnut.

18—"Vic" T. Bruha Co., Philadelphia, "Ado Balzano" lamp, all white trimmed in green with hand painted scene on front and back panels. Mounted on gold-plated hand-made brass mounting, 16" in drum shade.

19—Raytonic, Inc., New York, hand painted Colonial lamp, floral decorations and antique fired finish. Height, 29 1/2 inches. Solid cast brass base.

20—Aladdin Industries, Chicago, hand fired ceramic decorated base with matching shade, 30". Retail at \$9.95.

21—Abbey-Ortner Lamp Co., Inc., New York, china lamp in gold, green, wine and white, 27" high. Parchment shade, 14". Retail at \$5.95.

22—Kelle Art Products, Inc., Brooklyn, oak or oak and mahogany in contrasting colored woods, shade flat at back so lamp can be placed against wall, seven degrees of light, \$35 retail.

23—Fortalamps, Inc., New York, winged dragon lamp on finely glazed ceramic in antique gray, green or doorkin with green highlight. Shantung on parchment shade. \$27.95 approx. retail.

24—Soldan Products, Inc., New York, decorated porcelain china lamp, approx. 31" high with 17" "Polydoodle" shade.

25—Great Company, Chicago, collector's item. Imported Royal Doulton vase with solid brass hand chasing (c. 1880), 38" high, with hand-decorated shade.

26—LightMakers, Inc., New York, enameled column with satin brass leaves applied, 24" brass trim, 3-way rocker, 16" parchment shade to match column in red, green, chaise, 28" overall height.

27—Robert Lawrence, Danbury, combination dresser and makeup lamp with grained lime oak base, brushed brass tubing, clear core (fiberglass), adjustable shade, 14" high. Retail at \$29.50.

28—Wilma Company, New York, china table lamp with hand painted feather decorations in chaise, gray, green, ivory, with matching shade, 30" high. Retail at \$30.

29—Goody Lamp Company, New York, imported Czechoslovakian overlay lustre lamp in rose, 33" high. Shantung shade, 18 inches. \$70 retail.

(Continued on page 78)



There is **ONE** and **ONLY ONE**

# BERK-LOCK

3 in 1 Lounge, Rocker and Recliner Chair

Making Profits for 7,394 Coast to Coast Dealers



## BECAUSE

1. BERK-LOCK we believe is the world's most comfortable chair.
2. BERK-LOCK is priced and styled for mass and class appeal.
3. BERK-LOCK comes in a great variety of frame styles, fabrics or plastics, Tex-foam cushions and backs or spring construction.
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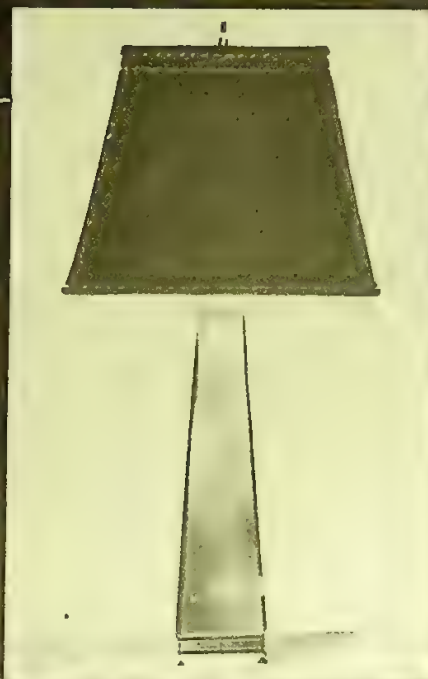
THE BERK-LOCK WAS  
"Balanced Finger Tip Control"  
with NOISELESS Free  
Rocking Action-POSITIVE  
Lock in ANY POSITION

Only Berkline, World's Largest  
Manufacturer of Platform Rockers,  
Makes the Famous Berk-Lock.

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*The Crest Company*

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In '50  
**BE THRIFTY**  
of your time

**1950**

## NEW YORK LAMP SHOW

Jan. 23-27 • Hotel New Yorker

## CHICAGO GIFT SHOW

Jan. 30-Feb. 10 • Palmer House

## NEW YORK GIFT SHOW

Feb. 20-24 • Hotels Statler  
and New Yorker

## BOSTON GIFT SHOW

March 6-10 • Hotel Statler

## PHILADELPHIA GIFT SHOW

March 13-17 • Hotel Benjamin  
Franklin

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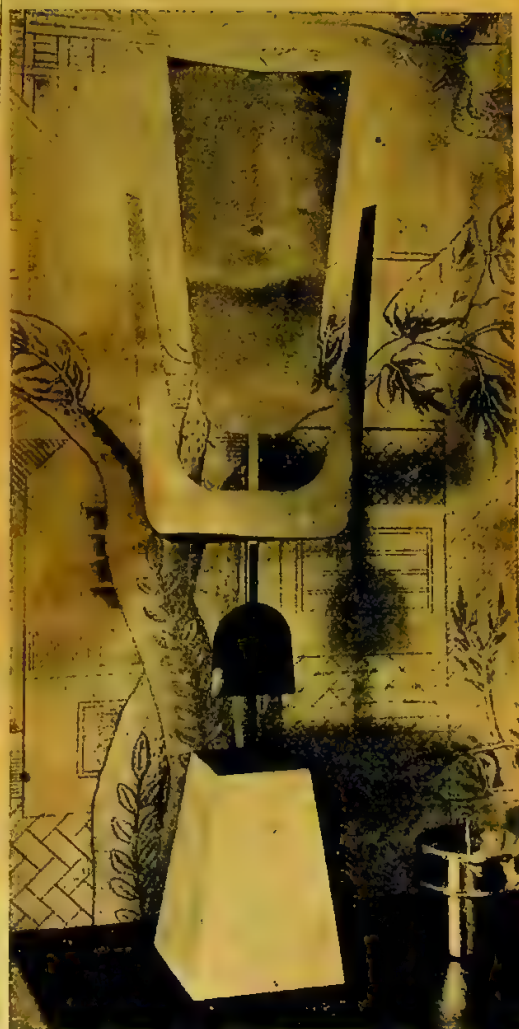


A bulb illuminates a translucent alabaster lamp base from Today's House.

34

RETURN TO  
DESIGN DIV.

A-2



Shiny brass cut in a flower-like form to make an odd dramatic lamp at Charak.



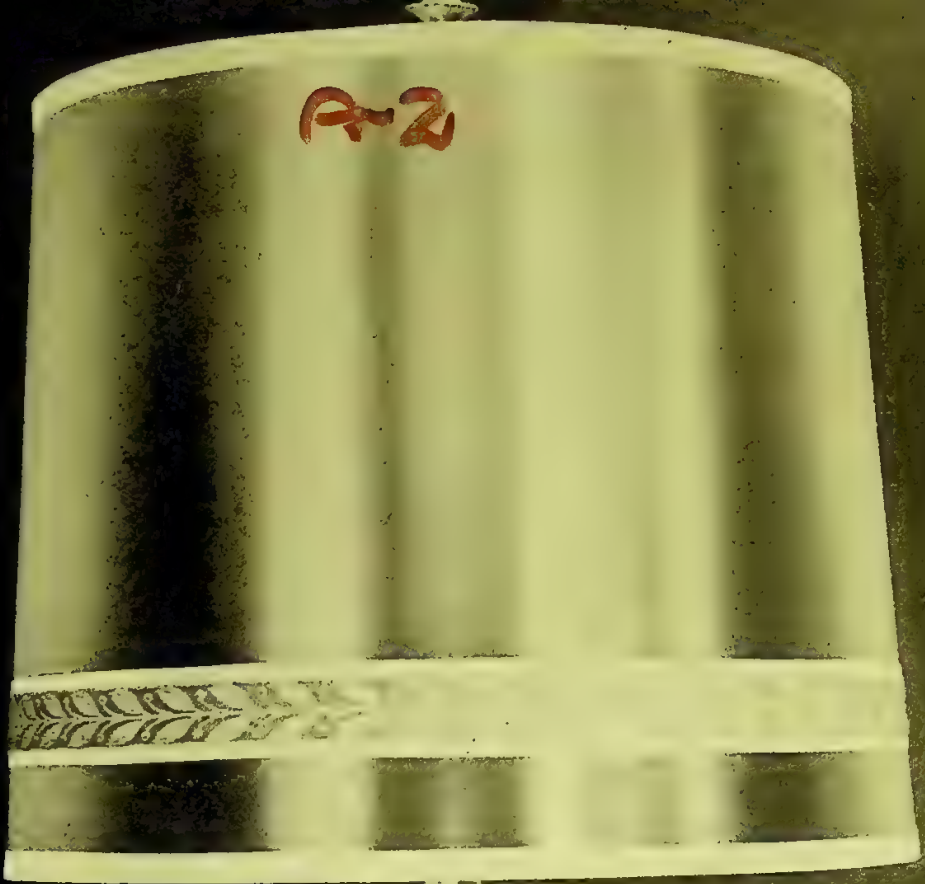
RETURN TO  
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48  
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R-2



PATENT OFFICE

DEC 5 1949

DESIGN DIVISION

Paul  
Hanson  
Co., Inc.

New York  
Chicago



## Table Lamps

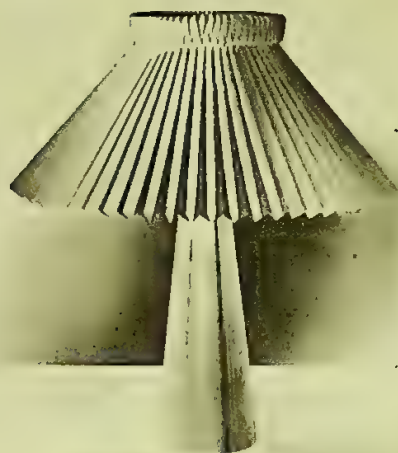


## Table Lamps

At Left: To a graceful pitcher-like base, we've added the lovely Le Klint shade, to bring into a being a lamp that makes a wonderful gift.  
No. 221. .... \$ 19.00

At Right: Gentle and decorative base, with magnificent design, and our own Le Klint paper shade, in soft and pretty colors.  
No. 222. .... \$ 32.00

A-2



At Left: Wooden base that tapers upwards to meet the paper shade, in soft natural tones that blend so well in the home.  
No. 223. .... \$ 23.75

At Right: Natural terra cotta finish, this lamp has a truly modern feeling, and will make a wonderful gift indeed.  
No. 224. .... \$ 20.00



At Left: Little china roosters and blossoms — in whitest white, on a soft tan background — makes this graceful lamp a little gem.  
No. 225. .... \$ 23.50

At Right: A wonderful vase, this — with its colorful hunt scene motif and perfectly wonderful Le Klint shade.  
No. 226. .... \$ 30.00



All lamps illustrated on these two pages are made from bases we have imported from the Scandinavians. They reflect that originality of design, color and execution that is so properly associated with the best in Swedish Modern. Each one lends a lovely decorator's touch to the home, and they make gifts of surpassing beauty.

The shades that have been shown with these lamps are exclusive imports, made by Le Klint of heavy parchment-like paper. Their versatility is best shown on Pages 20 and 21 of this catalog and we suggest that you shop these pages too when you wish to find gifts with a little different flavor to them.

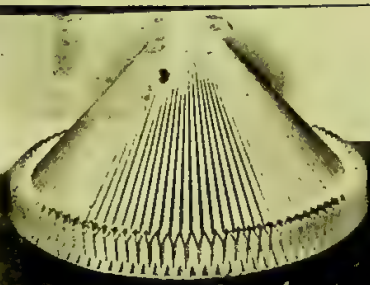
Bonnie's Gifts

When ordering, be sure to state catalog number and price.

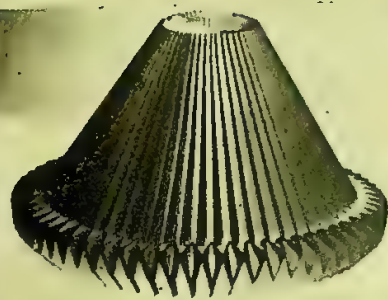
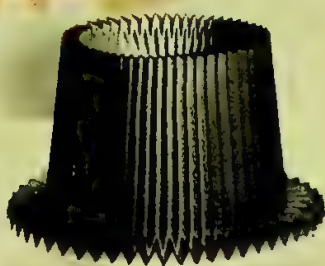
Scandinavian Arts and Crafts

Recd. Nov. 29, 1949

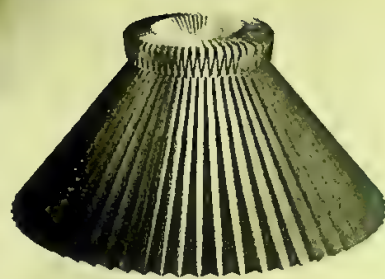
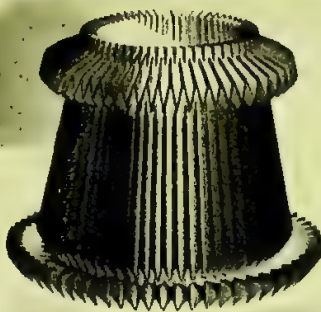
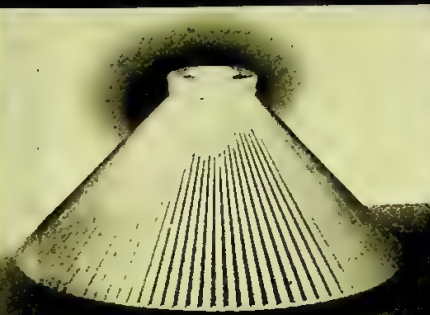




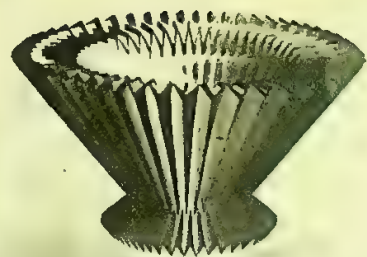
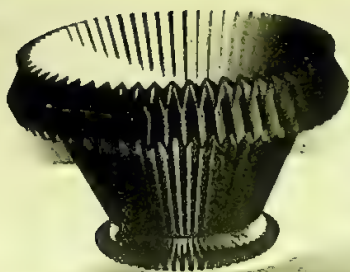
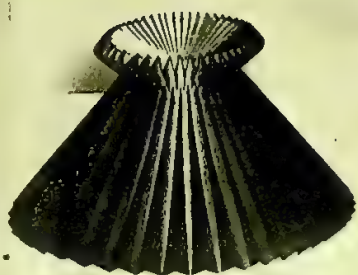
*Table Sample*



From a country long and justly famed for its originality in design and manufacture, we're pleased to bring you these amazing new Le Klint accordion pleated lampshades. Available in a variety of sizes and pastel colors (as described below), please note that each shade can be easily adjusted to any one of four different styles. Thus, you really have four shades in one.



All shades illustrated on this page can be ordered in any size in the following colors: FOR PLAIN SHADES: White, Light Green, Blue, Light Rose, Coffee. FOR OILED SHADES: Rust, White, Blue, Red, Brown, Yellow. Use these shades to suit your mood — or lighting fixture... a soft pastel for the bedroom, a soft brown for the living room, a jaunty yellow for the breakfast nook.



PLAIN SHADES: No. 174, 7" ... \$ 4.50  
No. 177, 12-1 2" \$ 6.00  
No. 180, 16-1 2" \$ 7.50

No. 175, 11-1 2" \$ 5.00  
No. 178, 13-1 2" \$ 6.50

No. 176, 14-1 2" \$ 5.50  
No. 179, 15" ... \$ 7.00

OILED SHADES: SIMPLY ADD \$1.00 (one dollar) to the prices listed above.

### IMPORTANT Ordering instructions for lamp shades

1. Select the lamp shade style you wish to order by specifying the letter printed directly under each shade style shown on this page. (For example "A" or "B").
2. Specify the size you prefer by stating the catalog number. (For example 174 represents the 4 1/2" size).
3. Specify your color choice.

4. If you wish to order the oiled paper, add \$ 1.00 to the catalog price shown.
5. Be sure to include all of the above information.

*Bonnie's Gifts - Read Nov. 29, 1949*

*Scandinavian Pottery and Crafts*

*Page 13*



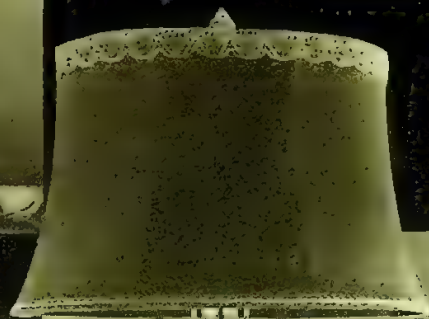
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 braid  
 16.95



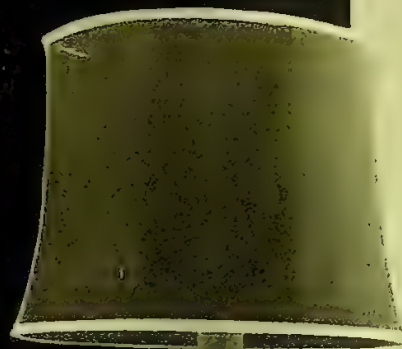
59A



59B



59C



59D



59F



59E

48  
20



Hecht Co. Catalogue  
 1948

*Valle Lamp Shop*

A-9



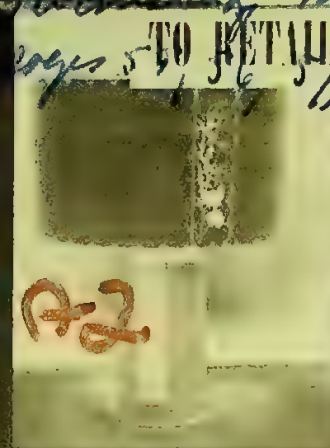
Table Lamps Home Furnishings Merch. Sept 1947  
 TO RETAIL FROM \$25 TO \$50  
 pages 5, 6, 7, 8



Hand-decorated china urn in choice of 4 attractive color combinations: celadon or ivory on green, wine on maroon and ivory on yellow. Brass base and braid trimmed hand sewn rayon shade. 29" h. \$29.80. Lulis.



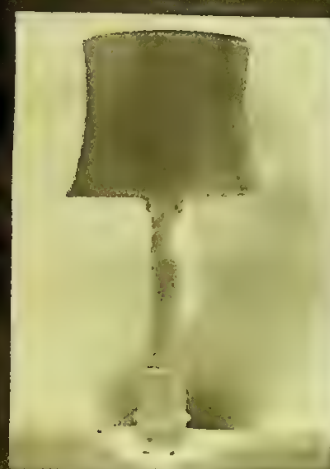
Three arms is a new feature of the popular student lamp style. # 1014-I, illustrated, measures 21" overall and is of solid brass. Opague glass shades in choice of yellow, green or red. \$30. S. P. Skinner Co.



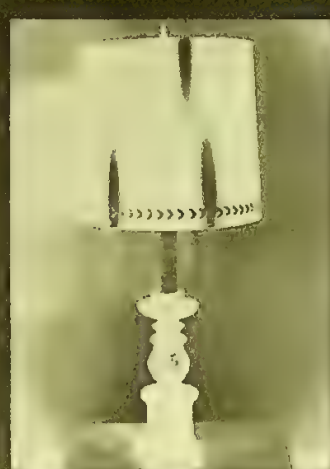
Nancy China base in white, enhanced with real flowers in plastic panel having yellow, blue, pink or beige background. Plastic shade, plastic laced, carries out the same decor. 24" high. \$30. Woodland Art Company.



Special switch illuminates white Chinese figure encased in emerald green glass cylinder. Green silk shade. 33" high. \$47.80. Leonardo Lamp.



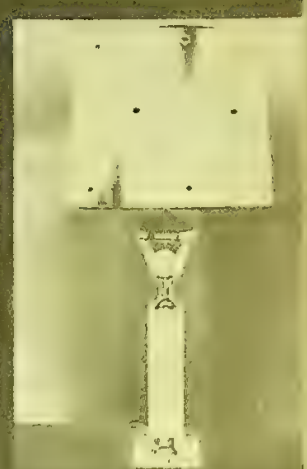
The classic theme attractively portrayed in this tall column in the "Hall China" selection. Comes in canary yellow, celadon, white and spruce green. Overall height 38". Rayon shade. \$29.95. White



Hand-turned candlestick design by Brach-Allen in distressed wood with rubbed wax patina simulating the antique. Heavy parchment shade has laurel band and lining in gold. Overall 30". No. 12, \$37. Sun Glo Studios.



Attractive chairside reading lamp of junior height comes in lacquered brass with useful table ledge. Three-way light has tone shade in choice of green or red finish. Style No. 137. \$37.80. The Herco Art Mfg. Co.



35" overall Regency design in metal with black finish, brass detail mounted on Italian marble. Black parchment shade trimmed with crystal beads. \$39.95. Rite-Glo.

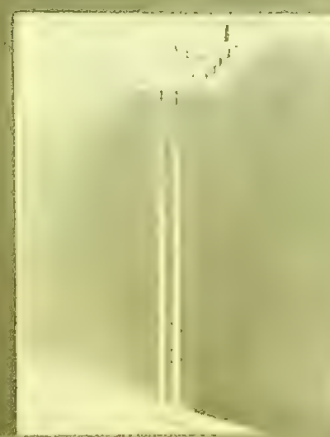
Unique Chinese powder base mounted on a wood base finished in red. Deep drum shade is of hand-etched tea box paper in silver and red. Height is 26". #1-73, \$45. Goldy Studio.



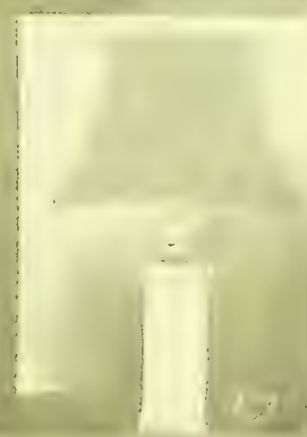
Imported Chinese figure, with Dresden fingers, comes in soft coloring. Black enamel base is gold embossed. Handmade silk shade features imported ball fringe. 26" high. \$48. S. Krasnow.



Handmade brass floor lamp comes with either chromium, copper or brass finish. Modern design gives unusual "waterfall" effect when lighted. \$32-\$48. Imported Lamp Co.



Handmade lamp with a powder base and a deep drum shade. Height is 26". #1-73, \$45. Goldy Studio.





# TO RETAIL FROM \$15 TO \$25



Traditional type china vase enriched with floral decal and choice of oxidized or green accents. Velvet trimmed rayon shade. 27" high. \$15. H. R. Becker Co.



Modern table model "Torchette" for buffet, mantel or credenza is entirely of brass with red or green tone finish. Comes equipped with Nu-gold glass reflector globe. Overall 18". \$19.95 per pair. Portalampe, Inc.



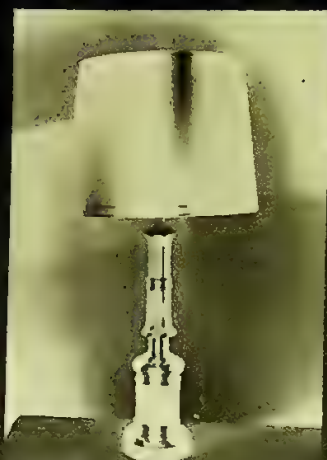
White eyelet embroidery gives a new look to this dainty boudoir lamp. Ceramic base in choice of green, pink or blue has simulated ruffles. Fabric shade in matching colors is eyelet trimmed. \$19.50. Nelson Lebo.



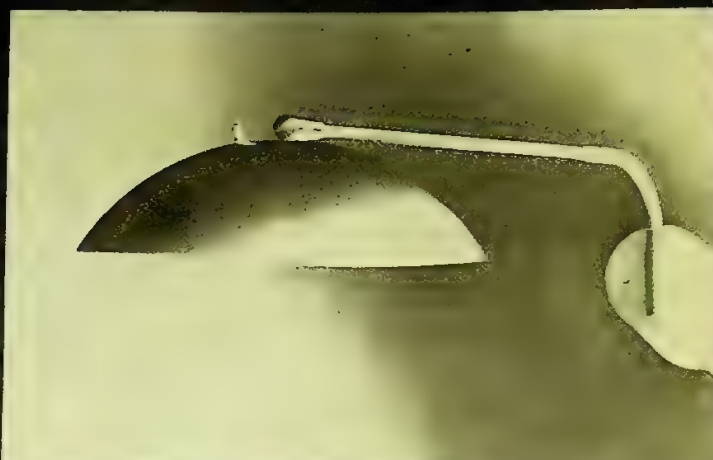
"Chinese Pagoda" design. #C523; available with either red and royal blue embossed decoration on ivory crackle base or blue on white. 27" overall. Hand-painted crackle shade carries out motif. \$17.50. Daison Mfg. Co.



Hand-decorated opal and brass table lamp comes with matching pair of boudoir lamps. 3 pcs. \$19.95. Plymouth.



Chartreuse, gray, green, yellow or maroon lacquer finish on an all-metal column with brass trim. 34" overall. Opaque shade in matching colors. Min. 6 assorted. \$19.95. Godfrey & Wing.



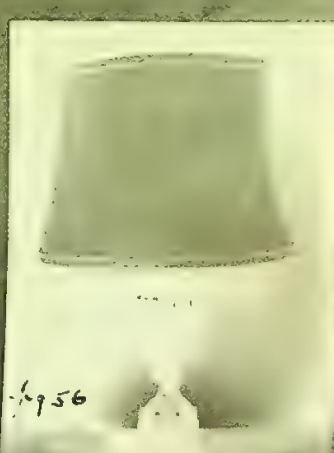
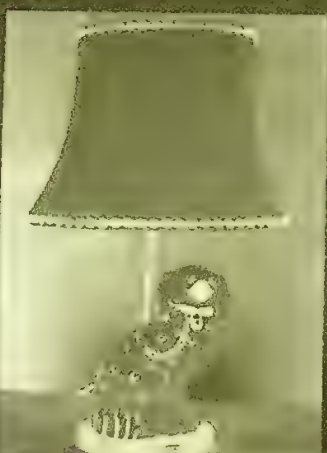
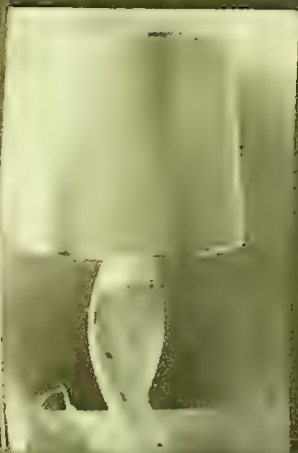
"Convertible" design developed by Kurt Versen for direct or indirect illumination with fingertip control shown in wall bracket, style #9122. All steel construction with gray baked enamel finish. \$20. Gottschalk Sales Co.

Highly glazed abstract ceramic nude in choice of black, chartreuse or white. Equipped with deep opaque shade in matching colors. #2058. 33" high. \$20. Bradley.

English Staffordshire pottery dog mounted on brass base makes a smart decorative accent for theme rooms. Shade is hand-stitched rayon. Subject available in four sizes. Model 1062. 27" overall. \$25. Lipper & Mann.

Prewar line of hand wrought copper bases in a variety of interesting shapes returns. Smart for provincial schemes. Milk pail shown. 33" overall comes with Fabritex shade in wide choice of patterns. \$28. Inez Troca.

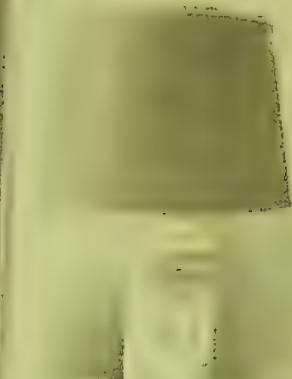
"Stuart China" urn base in choice of celadon, coral, yellow or robin's egg blue is equipped with Milnor socket and 8" reflector. Rayon shade is 18" drum shape. Overall height 30". \$25. Salers Inc.



4956



TO RETAIL ABOVE \$50



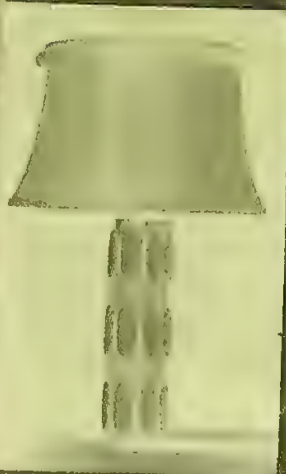
Hand-decorated flowers on white or ivory Italian pottery base mounted on wood. Silk shantung shade, 23" high. \$55. Little Jones Co.



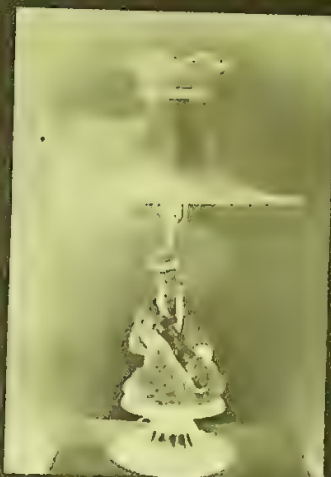
Striking modern design, 30 1/2" overall made of wrought iron finished in black or antiqued red with brass metal parts. 20x10" shade of cobweb plastic. #927. \$48. Otto Guggenheim & Co., Inc.



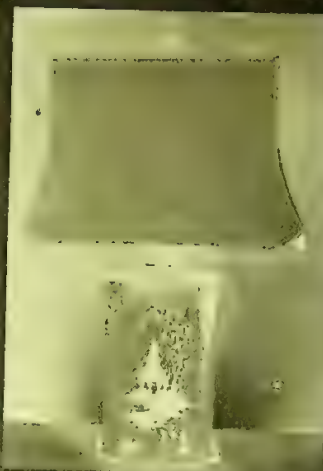
Ceramic panther in rich ebony glaze mounted on highly polished hardwood base makes dramatic decoration in modern settings. Stenciled fabric shade on adjustable brass posts, \$75. Royal Haeger Lamp Co.



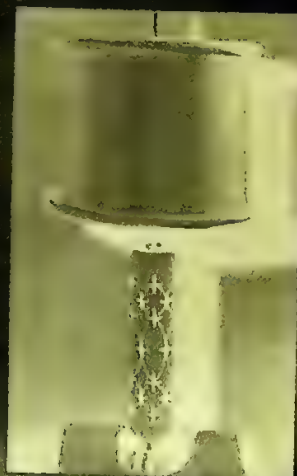
Robert Dorr's ceramic design "Pebble Beach" combines bisque discs on green glazed base. Narrow wale corduroy shade, 36" high. \$75. Wm. H. Fenton.



Handsome Goldscheider porcelain Chinese figure in soft gray accented with turquoise. Fluted carved pedestal. Gray silk shade. One of companion pair, \$88 each. Van Cliff.



Hand-decorated reproduction of Chinese tole canister. Choice of color finishes. 34" high. Antiqued crackle shade lined with gold metallic paper, \$87.50. Eastern Art.



Unusual design in gold on tall white china column for contemporary or traditional rooms. Handmade eggshell satin shade and brass mounting, \$98. Taube, Inc.

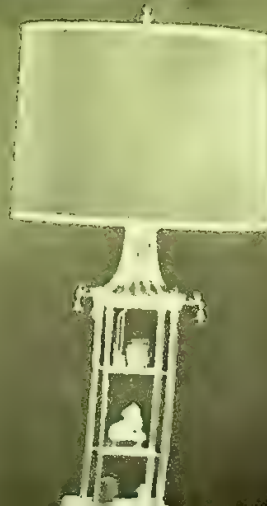
Florentine ceramic rooster mounted on hand-carved pickled wood base enhanced with handmade white silk shade trimmed with ruching, 37" high. \$135. Abels-Wasserberg.

Rich Capo-Di-Monte urn imported from Italy displayed on brass base, 34" high. Decorative braid trimmed hand-sewn silk shade. #16/643. \$139. "Vic" T. Bruhn Co.

Adaptation in antiqued English bronze by Edwin Cole of 18th century design. Ideal for display of Chinoiserie miniatures. Handmade parchment shade, 37". \$150. Stifel-Bradley.



page 58





TO RETAIL UNDER \$15



Functional desk lamp 16" overall of steel with mahogany baked enamel finish. Felt back, weighted base. Harp fixture adjusts to throw light at desired angle. #990, \$3.95. George R. Greenwald.



Novel Colonial spool design in solid maple and brass parts makes a good gift selection from De Graw-Matthews line. Comes with red and white gingham shade, \$5. Florence L. Kay.



All metal "circle" desk lamp comes in choice of red, green or ivory baked enamel finish. Swivel neck allows tilt adjustment, \$7.95. The Verplex Co.

## HIGHLIGHTS OF THE NEW YORK LAMP SHOW

Shown here in four retail price brackets:  
under \$15; from \$15 to \$25;  
from \$25 to \$50; above \$50.



5' wrought iron floor lamp with a new twist as carrying handle has inside wiring. Comes in gunmetal and red or green tole finishes. \$12. Atlantic.



Nursery "Slumber Lamp" 10 1/2" overall entirely of plastic. Revolves merry-go-round fashion without mechanism when lighted. Choice of pastel and bright colors, 3 subjects. \$8.95. Econolite.

Decal decoration on china base in choice of six colors. Cast brass mounting and hand-trimmed rayon shade. 28" overall, No. 4140 comes in minimum of six units, \$13.95 each. Lamperion Corp.

White, coral, yellow, blue, chartreuse or green leather lamp, 22" high, smartly enhanced with gold plated brass link "bracelet." Paper parchment drum shade in matching colors. \$14.95. Mario Mig. Co.

Classic column in ivory china with gold decor on brass base measures 38 1/4" overall. 16" drum shade of red textured fabric. \$15. The Marco China Corp.



page 55



*John Long Bay Table Inc.*

48 UXR  
20

40

Catalog

Mar. 1948

## DECORATIVE LAMPS

Exclusive with FICKS REED CO.



No. L 171 A — Tole Base with design matching Fabric No. 100.  
Shade — Homespun with matching colored bands. Height 27 in. Shade 19 in. diam.

No. L 171 B — Same with Base design matching Fabric No. 101.

No. L 171 C — Same with Base design matching Fabric No. 102.



No. L 120

Base — Brass with Natural Wood Mountings.  
Shade — Choice of Fabric Nos. 570, 550, 520, or 530.

Height 33 in. Shade 18 in. diam.



No. L 187

Natural Wood Base with Tole Cylinder matching Moss Green, Lime, Flame, Citron, or Turquoise.

Shade — Homespun with Trim matching base. Height 27 in. Shade 18 in. diam.



No. L 111 A — Ivory Tole Base with design matching Fabric No. 803.  
Shade — Homespun with matching colored bands. Height 27 in. Shade 19 in. diam.

No. L 111 B — Same with design matching Fabric No. 801.



No. L 150 A — Lime colored Tole Base.  
Shade — simulated Parchment with design matching Fabric No. 300.

No. L 150 B — Same with Aqua colored Base and design matching Fabric No. 301.



No. L 188

Base — Hand carved Natural Wood Coll.  
Shade — Grass Paper with vari-colored Trim.  
Height 27 in. Shade 15 in. diam.



No. L 130

Base — Natural wood with Rattan Trim. Shade — simulated parchment (exposed in rawhide). Total height 58 in. Shade 18 in. diam.

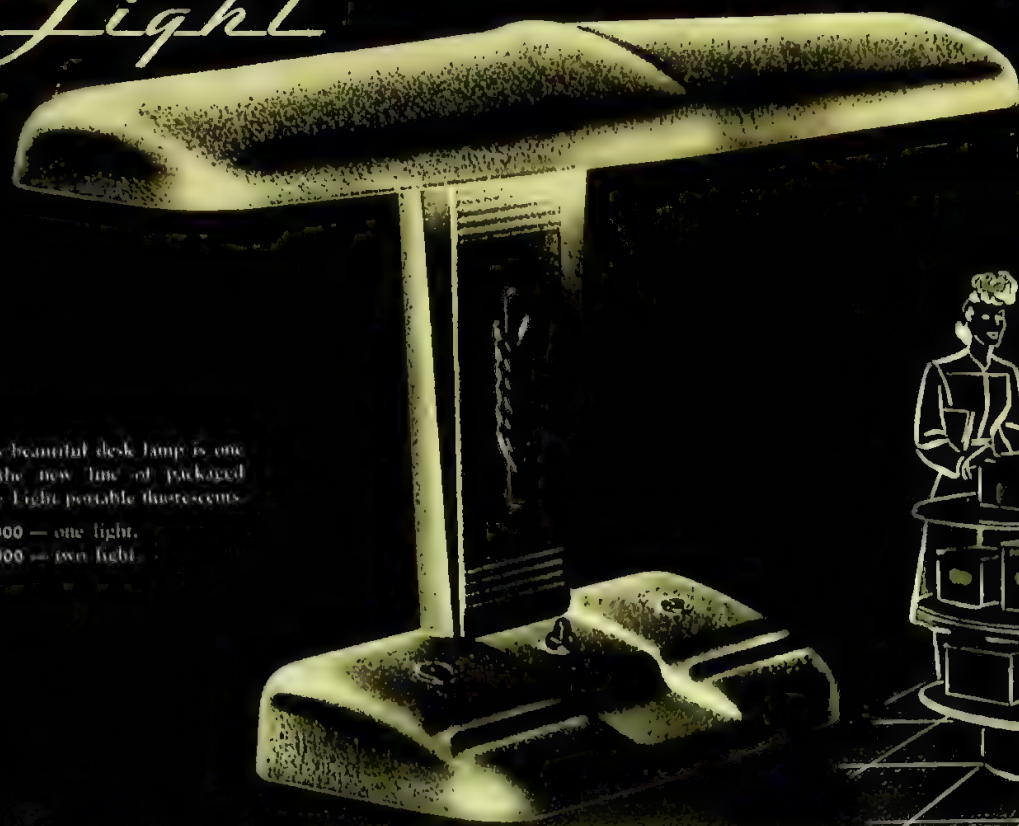


No. L 140

Base — Natural Rattan on Brass Pedestal.  
Shade — Grass Paper with Gold Trim.



# DE Light



This beautiful desk lamp is one of the new line of packaged Moe Light portable fluorescents.

M1000 — one light.  
M2000 — two light.



## line of fast-selling traffic items

These packaged lighting products — smartly styled and quality-built — help to make your lighting and lamps a more important, more profitable department.



**H**ERE'S a line that's a merchandising "natural." Products and packages are designed to make attractive window and counter displays — traffic "stoppers" that build over-the-counter sales into a really profitable volume!

Styled by Brooks Stevens, famous product designer — and made by Moe Brothers, known for a quarter of a century as specialists in residential lighting fixtures — this fast-selling line includes a desk lamp, bed lamp, kitchen light, heat lamp, and fluorescent pin-ups.

Each lamp has numerous engineering fea-

tures for greater functional efficiency — features you can play up when the customer is "just looking" — features with extra sales appeal that makes the customer say, "Wrap it up — I'll take it!"

You can depend on the same high quality which has made Moe Brothers the recognized leader in the field of permanently-installed residential fixtures — now also available as carefully selected, attractively packaged traffic merchandise for over-the-counter selling; a few representative items are shown below.

A-2

Property of U. S. Patent Office  
For Examiners Use Only.

Property of U. S. Patent Office  
For Examiners Use Only.



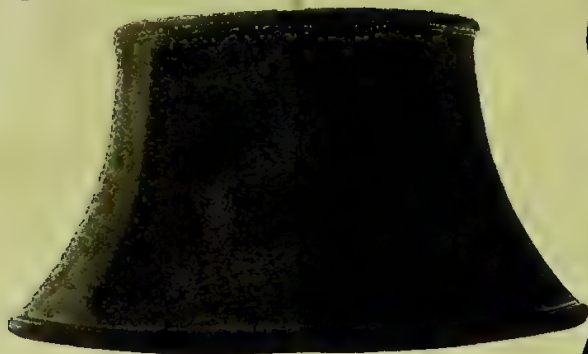
A-2

LAMPS  
AND  
PEN SETS

Lamp shades on this page are furnished in satin, hand sewn.

PRICE LIST

Number	Height Inches	Price
<b>102X Pen Set</b>		
7" Base size		
Pedra Onyx Base		
Bronze Plate		528.00
SunRay		30.00
Combination Onyx Base		
Bronze Plate		36.00
SunRay		38.00
<b>103X Pen Set</b>		
8" Base size		
Pedra Onyx Base		
Bronze Plate		48.00
SunRay		50.00
Combination Onyx Base		
Bronze Plate		63.80
SunRay		65.00
<b>210X Dryad Lamp</b>		
24"		
Pedra Onyx Base		
Silver Plate		49.00
SunRay		49.00
Combination Onyx Base		
Silver Plate		64.00
SunRay		64.00
<b>221 Large Canail Lamp</b>		
50"		
Combination		20.00
SunRay		20.00
Base shade		High
<b>251 Indian Pink Lamp</b>		
18"		
Combination		17.00
SunRay		17.00
Base shade		Low
<b>252 Small Canail Lamp</b>		
18"		
Combination		17.00
SunRay		17.00
Base shade		Low
<b>420X Vase Lamp</b>		
24"		
Combination		15.00
SunRay		15.00
Base shade		Low



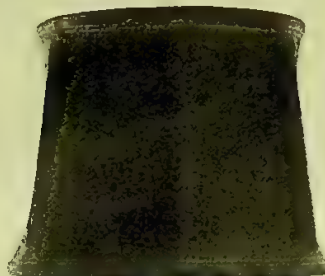
No. 420X



No. 210X



No. 251



No. 221



No. 252

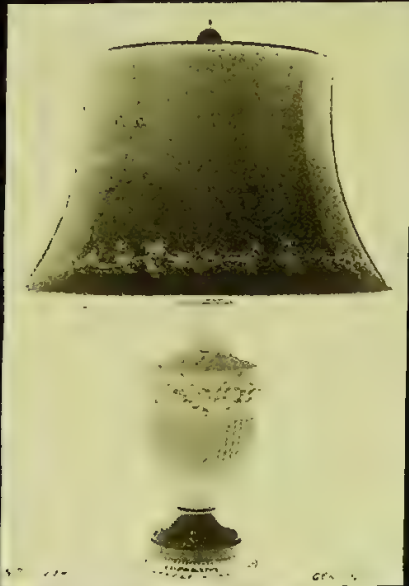


No. 103X



No. 102X

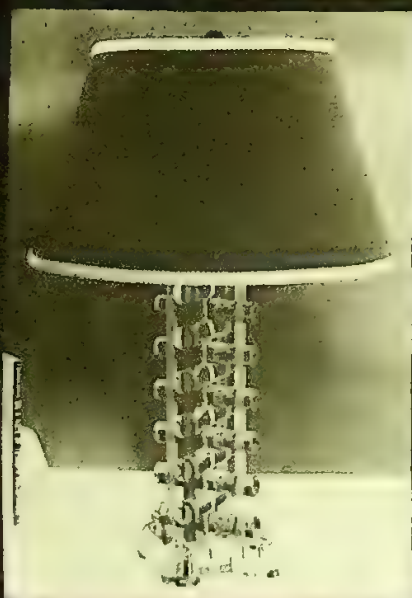
2  
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12





*FURNITURE AGE - June 1946* *Page 51*  
**Two Great ALL★STAR Lines for Immediate Delivery**



No. 122/312C

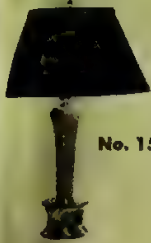


No. 122/312A



No. 122/312F

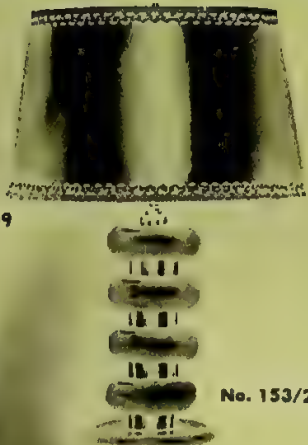
**COLONIAL LAMPS** • Beautiful, hand decorated fountains in assorted styles as shown • Marble base mountings • Brass plated finish standards and inserts • Shades of glazed Spanish leather effect parchment, decorated with braid trim top and bottom • Minimum 6 • \$7.85 each • F. O. B. Factory.



No. 153/206

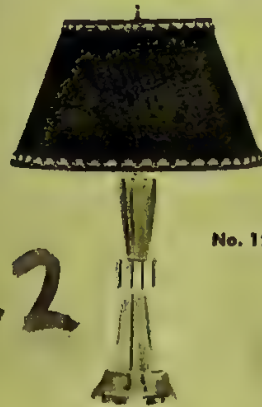


No. 153/209



No. 153/208

**DECORATIVE MODERN LAMPS** • No. 153/208 Bleach only, 16" Drum shade of Satin over parchment, Height overall 23", \$10.90 each • No. 153/206 Walnut or Bleach, 16" shade of Fabric over Parchment, Lamp 23" high, \$8.40 each • No. 153/209 Solid Walnut or Bleach, 16" shade of Satin over parchment, \$11.95 each • All bases have brass trim • All priced F. O. B. Factory.



No. 121/71X



No. 121/71



No. 121/65X



No. 121/68

**MODERN TABLE UNITS** • All have smart bases in light wood finish • Shades are fabric over parchment • No. 121/65X, 23 1/2" high, \$4.35 each • No. 121/71X, 23 1/2" high, \$5.00 each • No. 121/68, 24" high, \$6.90 each • No. 121/71, 23 1/2" high, \$5.65 each • Minimum 12, Assorted or all one style • All Prices F. O. B. Chicago.

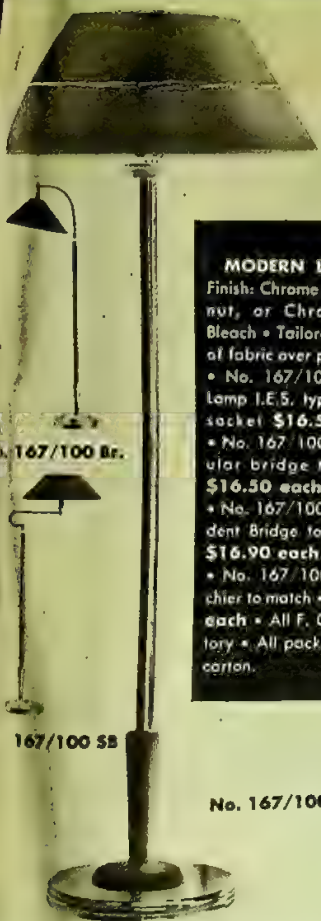


No. 125/222

No. 125/222 **MODERN TABLE TORCHIER** • A truly splendid work of art • Aluminum and Bleach wood combination • Height: 17 1/2" • Mogul socket • \$9.95 each • F. O. B. Chicago.

All LOMAR shipments will be consolidated with those from BELL LAMP wherever feasible.

**HENRY LOVENHART**



167/100 Br.

167/100 SB

No. 167/100L

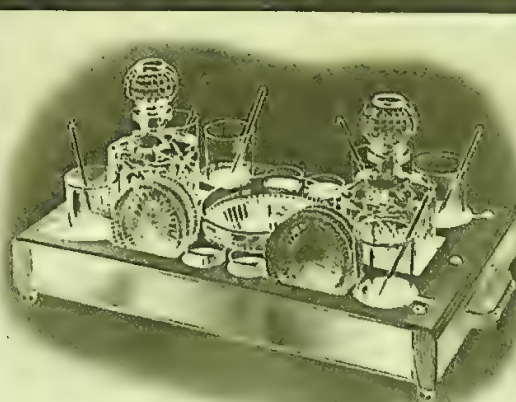
**MODERN LAMPS**  
 Finish: Chrome and Walnut, or Chrome and Bleach • Tailored shades of fabric over parchment • No. 167/100L Junior Lamp I.E.S. type, mogul socket \$16.50 each. • No. 167/100 B is regular bridge to match \$16.50 each. • No. 167/100SB is Student Bridge to match • \$16.90 each. • No. 167/100T is Torchier to match • \$17.50 each • All F. O. B. Factory • All packed 2 to a carton.



No. 167/102SA

No. 167/102T

**MODERN LAMPS**  
 No. 167/102T Torchier • No. 167/102SA Swing Arm • Also available is No. 167/102J Junior to match, I.E.S. type, with 10" bowl • All Lamps in Chrome and Bleach • Shades: Fabric over Parchment • At \$18.50 each • F. O. B. Factory • All packed 2 to carton.



No. 143/149

No. 143/149 **SERV-A-BAR** • Complete 26 piece Set • **BLONDE TRAY** with mirror insert • Complete 26 piece Set includes Tray, 6 highball glasses, 4 whiskey glasses, 6 stirrers, 6 coasters, 2 decanters, 1 ice bucket • Tray length overall 22" width 11 1/2" height 3 1/4" • Packed 1 to carton • \$6.95 each • F. O. B. Chicago.

**BELL LAMP MFG CO.**

Manufacturers of Lamps • Smokers •

156-160 W. Walton Street  
 CHICAGO 10, ILLINOIS

*Lomar Products, Inc.*  
 Distributors of LAMPS • NOVELTIES • HOME FURNISHINGS

Office and Warehouse  
 152-158 W. WALTON ST.  
 CHICAGO 10, ILLINOIS

Combined Show Room **SPACE 917** American Furniture Mart, Chicago



A. 2

Table Lamp Box

Property of U. S. Patent Office  
For Examiners Use Only.



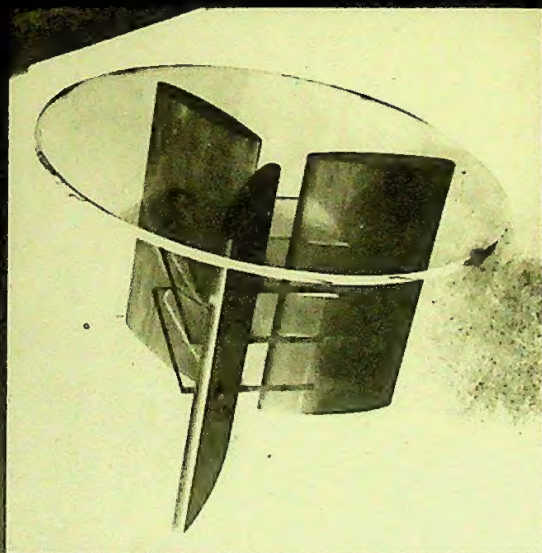
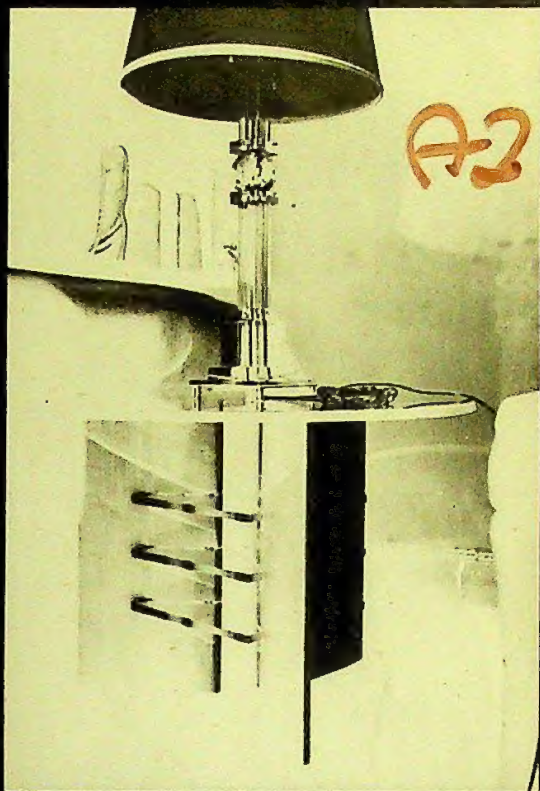
pletes the tables which are placed at either end of a seven foot divan to support crystal lamps.

Edges of the plastic shelves pick up room lighting to make an interesting decorative pattern beneath the tables which would otherwise be dull and rather dark at night.

And speaking of possibilities in this field, we asked Mr. Rohde, who is especially interested in the development of plastics to make a few prophecies as to future potential uses.

Here are some of his ideas: "The inherent qualities of transparent plastics—permanence and strength—combined with light weight, make them increasingly useful to architects and designers. I have often thought of how effective a living room would be, which has walls of thin plastic material, with sheets on ball bearings to be changed at will, the colors suiting the mood of the moment. Or have the walls stationary with joints holding the sheets frankly exposed and making a pleasing pattern. In the home of the future we shall find transparent colorless plastics used as lamps and lighting fixtures. The ability of this type of plastic to carry light around curves will create new forms for lamps. With its perfect diffusing powers and light weight, translucent plastics will be used effectively for large suspended luminaires. There will be many other decorative applications for plastic materials such as railings and grills, hardware, table utensils and partitions."

And speaking of railings, it is interesting to note here that just recently a stair rail of a methyl methacrylate plastic has been installed in the home of one of the country's leading industrialists. Outside of aesthetic considerations, the practicality of the idea is obvious. Here is a rail that can be easily polished, and which has no surface color to wear through. (Please turn to page 64)



The tables above were designed by Joe Lopker for his own home. Three Plexiglas shelves supporting ovoid pilasters of blond maple pick up edge-lighting to form a pleasing pattern beneath the table top which is of glass. Jane Ross designed this three-panel screen (left) and painted the iris motif on the mat-finished side of sheet Plastacelle, which is translucent enough to show through on the polished side



Cat. 123

1935-6

Table  
Lamp  
Buy

### The New Approved Study Lamps Designed for Better Light—Better Sight

For the scientific construction (shown on opposite page) these Illuminating Engineering Society approved Study Lamps have more height than any table lamps. They distribute just the proper amount of eye level light over desk, table or working surface by means of a translucent glass reflector. Opaque shades prevent light from shining directly on face. High reflecting surface diffuses light and reduces harmful shadows.

#### Modish Classic

At left. Heavy decorated base in Ivory enamel or Old English finish. Translucent glass reflector. 17-inch hand decorated parchmentized paper shade. Ht. 27½ in. Approved rubber cord and plug. Ship. wt. 13 lbs. **466 A 8122—State finish. \$298**

#### Old English

Shown at right. Ward's Supreme Quality. Heavy metal base and stand in Old English—bronze finish. Complete with 17-in. hand decorated opaque paper parchment shade. Translucent glass reflector. Approved rubber cord and plug. Ht. 27½ inches. Ship. wt. 13 lbs. **466 A 8123—Mailable. \$398**

### Smart Kerosene and Gasoline Lamp Styles on Page 476-477



### There's Lots of Variety and Style Even in Ward's Lowest Price Table Lamps

**Modern Table Lamp.** Metal base enameled. White with chromium trim. White and Silver shade, or enameled Black or Silver shade. 10½-inch paper parchment shade is cellophane lined. Height 17½ in. Ship. wt. 13 lbs. **State color. \$1.08**

**Whirl Glass Base.** Glass Table Lamp molded in the desirable new whirl effect. Opaque Green or Black with harmonizing 2-color design on 18-inch pleated parchment paper shade. There's a color for most type of room. Ht. 19 inches. Ship. wt. 10 lbs. **State color. \$1.28**

**Pottery Base.** At such a low price you can afford to have all new lamps in your home. Nicely styled, well-built design. Glazed pottery base in White, Burgundy or Green with 14-inch two-color paper parchment shade to match. Height 15½ in. Ship. wt. 9 lbs. **State color. \$1.18**

**Classic Design.** Composition base with Ivory antique gold finish copied from distinctive 18th century designs used on alabaster lamps (like the one shown at top of this page). 16-inch paper parchment shade is in Ivory with a gold and rust design. Height 21½ inches. Ship. wt. 12 lbs. **466 A 8133—Mailable. \$1.18**

#### Contemporary

A most attractive Lamp. Smart, modern all white. 15-inch shade in paper parchment foundation, covered with Popcorn cloth. Chenille braid trim. Cellophane wrapped. Glazed white pottery base. Shade tilts for reading. Height 19½ in. White only. Ship. wt. 11 lbs. **Mailable. \$2.74**

**466 A 8130..... \$2.74**  
**566 A 8138—Shade only.** 12-in. (bridge) 3 lbs. 18-in. (table) 4 lbs. 18-in. (floor) 5 lbs. **\$1.37**

#### Conventional

A popular low priced Table Lamp that fits into any room and with any furniture. You'll rarely ever see "dressed" under "dressed" pot-tery. Je choi of k like a sha mr. Je tilts so light just "reading." 7½ in. color. 466 A 8131..... **\$1.74**

#### Alabaster

18th Century elegance. Imported Ivory color Italian Alabaster base with hand carved, leaf design. Smart, bell-shaped shade with cellophane wrapped. Tilting final for adjusting shade. Ht. 10 in. Ship. wt. 10 lbs. **466 A 8141—Shade only.** 12-in. (bridge) 3 lbs.; 14-in. (table) 4 lbs.; 19-in. (floor) 5 lbs. **\$1.64**

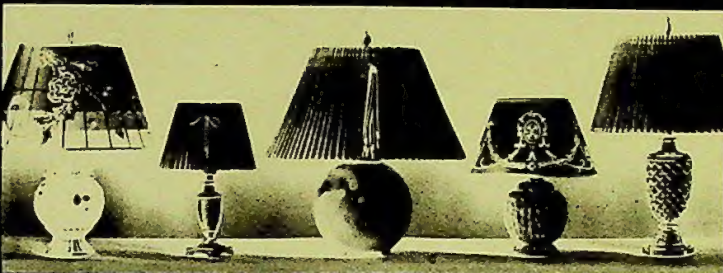
#### Wards Metropolitan Group

Here's an entirely new idea in Living Room accessories—a complete matched ensemble of Lamp, Vases, Ash Trays, in lustrous Ivory glazed Pottery. Ward's Bureau of Design created them especially for use in Metropolitan Museum of Art's exhibit of Contemporary American Design.

**The Lamp.** Pottery base. 15-inch White paper parchment shade may be tilted for reading. Height 18 in. White, ball-type final. Ship. wt. 11 lbs. **466 A 8768—Complete—Mailable. \$1.**

**The Vases.** Group of three nest inside each other. Graduated heights of 10, 8½ and 6½ in. Ship. wt. 16 lbs. **466 A 8773—Set of 3. Mailable. \$1.**

**Ash Trays.** Set of four. Easily cleaned. Each 3 inches in diameter. Ship. wt. 6 lbs. **466 A 8774—Set of 4—Mailable. \$1.**



### MARVELITE—They Glow After the Light is Turned Off

**Glazed Pottery Base.** Matching 15½-inch paper parchment shade treated with "Marvelite" to make it glow in the dark after light is turned off. Tilting final for adjusting shade. Ht. 20½ in. State color. Burgundy, Green, Ivory or Rust. Ship. wt. 13 lbs. **Mailable. \$1.98**

**466 A 8727 \$1.98**

**Boudoir Lamp.** You'll really appreciate Marvelite convenience in the bedroom. Pineapple design glass base and 8½-inch pleated vegetable parchment paper shade are both treated with "Marvelite." Height 13 in. White only. Ship. wt. 3 lbs. 8 oz. **Mailable. \$1.84**

**566 A 8127 \$1.84**

**Glass Base.** Both the Frosted effect base and 18-inch pleated vegetable parchment paper shade are "Marvelite" treated so you can see the whole lamp glow when light is turned off. Metal final for tilting. Tapered decorated shade. White only. Ht. 20 in. Ship. wt. 10 lbs. **Mailable. \$4.48**

**466 A 8125 \$4.48**

**End Table Lamp.** Glazed Pottery base in Ivory, Burgundy or Green. No more stumbling around in the dark! 11½-inch matching paper parchment shade is "Marvelite" treated. Two-tone decoration. Height 15 in. Ship. wt. 9 lbs. **Mailable. \$1.44**

**466 A 8129 \$1.44**

**Pineapple Design.** You can see the design of this lamp even in the dark. Both glass base and 13-inch pleated paper parchment shade are treated with "Marvelite" to make them glow after light is turned off. Shade tilts. Height 21½ in. White only. Ship. wt. 9 lbs. **Mailable. \$4.48**

**466 A 8128 \$4.48**

**Wheat Design.** A stunning new Lamp created by Ward's Bureau of Design on simple lines. The head wheat stand out in relief on glazed pottery base. Square shade is 14½ inches across. Made of pleated vegetable parchment paper. "Marvelite" treated to glow in the dark. Ball final nickel fixture for tilting. Base is Ivory, Burgundy, Green or White. Tapered shade. Ht. 20½ inches. Ship. wt. 8 lbs. **State color. \$2.74**

**466 A 8128—Mailable. \$2.74**



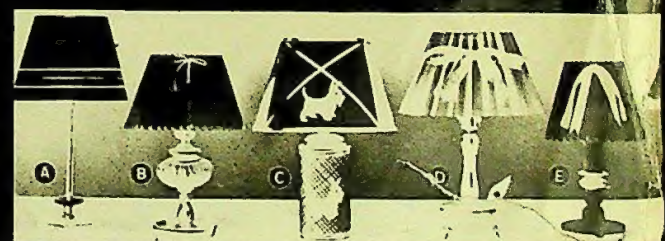
### These Pin on the Wall

**A Pin-up Lamp.** Fastens easily to the wall or may be hung on a hook. Steel enameled Black or Ivory with 10-inch paper parchment shade to match. Complete with push pin and 14 ft. of approved cord and plug. Ship. wt. 2 lbs. **12 oz. State color. 89c**

**466 A 8731—Mailable. \$1.08**

**B "3-Way" Lamp.** Adjustable socket. Push pins. Steel enameled Ivory, Green or Black. 14½ in. high. Harmonizing 8-in. paper parchment shade. Ship. wt. 4 lbs. **State color. \$1.08**

**466 A 8681—Mailable. \$1.08**



### Boudoir Lamps for Every Style Bedroom

**A Modern Vanity Lamp.** Black glass base, nickel-plated stem. 8-in. White paper parchment shade. Ht. 14 in. Ship. wt. 3 lbs. Black and silver dec. **566 A 8136—Mailable. \$1.08**

**466 A 8140—Mailable. \$1.08**

**B Solid Maple Base.** Chinoiserie. Maple, Mahogany or Walnut finish wood base. White shade is pleated paper parchment 8½ in. wide. Ht. 12½ in. Ship. wt. 3 lbs. 8 oz. **State color. \$1.08**

**566 A 8142—Mailable. \$1.08**

**C Scottish Lamp.** Plaid cambric base. Red on White, or Red and Green on White. 10-inch paper parchment shade. Ht. 12 in. Ship. wt. 3 lbs. **State color. \$1.08**

**566 A 8691—Mailable. \$1.08**

**D Colonial Design.** Solid Maple tripod base. 10-inch fluted paper parchment White or Brown shade with cord or bow trim. Ht. 14 in. Ship. wt. 2 lbs. 8 oz. **State color. \$1.08**

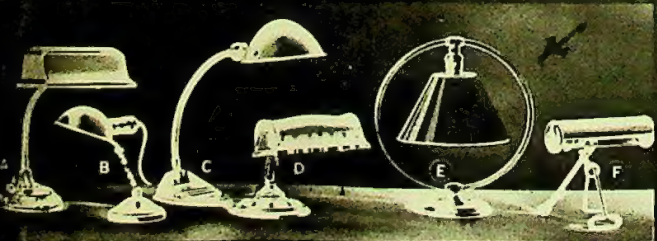
**566 A 8143—Mailable. \$1.08**

**E Milk White Glass Base.** White or Red decorated. 7½ in. White paper parchment shade with colored bow trim. Cellophane wrapped. Ht. 12½ in. Ship. wt. 2 lbs. 8 oz. **State color. \$1.08**

**566 A 8771—Mailable. \$1.08**

**F Vanity Lamp.** Triangular glass base and fluted cambric stem. 8-in. Rayon taffeta shade in Green or Rose; also Blue or White. Ht. 14 in. Ship. wt. 4 lbs. **State color. \$1.08**

**566 A 8693—Mailable. \$1.08**



### Proper Light for Writing, Reading and Music

**A Long Shade.** Swivel-adjustment. 9½-in. endless shade arm. Pin holder in base. Metal finished Mahogany. Ship. wt. 5 lbs. **566 A 8679—Mailable. \$1.58**

**466 A 8679—Mailable. \$1.58**

**B Flexible Arm.** 12-inch endless shade. Brown or Green enameled metal. Ship. wt. 5 lbs. **566 A 8162—State color. 84c**

**566 A 8162—State color. 84c**

**C Chromium Lamp.** Old Ivory paper parchment shade. Swings. Ht. 14 in. Ship. wt. 6 lbs. **466 A 8770—Mailable. \$3.98**

**466 A 8770—Mailable. \$3.98**

**D Music Light.** Clamps shade 8 in. long. Metal with 12-in. long. Metal with 12-in. long. Metal with 12-in. long. **466 A 8681—Mailable. \$1.08**

**466 A 8681—Mailable. \$1.08**

**E Twin Lamps.** Each with a 12-in. rubber cord and plug can be suspended at any desired height from game table. Only one wall or ceiling outlet necessary. 18-inch opaque paper parchment adjustable shades. **566 A 8137—Mailable. \$1.08**

**566 A 8137—Mailable. \$1.08**

**F Porcelain Doll.** Rayon Taffeta, lace and braid. 10 by 9½ in. Rose, Green, Blue or Ivory. State color. Pull-chain socket. Ship. wt. 2 lbs. **566 A 8694—Mailable. \$1.18**

**566 A 8694—Mailable. \$1.18**

**G Metal Shade turns.** Brown, Ivory or Rose. Size 3¼ by 8 in. Ship. wt. 2 lbs. **State color. 89c**

**566 A 8140—Mailable. \$1.08**

**H Doll Bed Light.** Rayon Taffeta with net, lace and braid. 10 by 9½ in. Rose, Green, Blue or Ivory. State color. **566 A 8137—Mailable. \$1.08**

**566 A 8137—Mailable. \$1.08**

**I Metal Shade turns.** Brown, Ivory or Rose. Size 3¼ by 8 in. Ship. wt. 2 lbs. **State color. 89c**

**566 A 8140—Mailable. \$1.08**

**J Metal Shade turns.** Brown, Ivory or Rose. Size 3¼ by 8 in. Ship. wt. 2 lbs. **State color. 89c**

**566 A 8140—Mailable. \$1.08**





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